

JOICO

# TURN HEADS.



JAN/FEB 2013 PROMOTIONS



WE'VE GOT  
THE POWER!

BUY 1, GET 1 50% OFF  
**NEW** ULTRA FIRM-HOLD  
POWER SERIES.

**CHOOSE FROM:**

- Power Spray Fast-Dry Finishing Spray, 9.1 oz
- Power Gel Sculpting Gel, 8.5 oz
- Power Whip Whipped Foam, 10.2 oz

**SALON PRICE**

\$5.63 - \$6.38 EACH

**SALON VALUE**

\$7.50 - \$8.50 EACH



**JOICO**



# HEAD-TURNING SALON OPENERS FOR EVERY SALON, EVERY BUDGET

SAVINGS  
**34%**

## JOICO \$599 LARGE SALON OPENER

Get everything you need to update your salon with the **NEW BOLDER, SEXIER, BETTER THAN EVER** Joico. Receive **FREE** salon branding and sampling materials (\$200 salon value), **PLUS** save 34%!

### LARGE SALON OPENER INCLUDES:

- (1) K-PAK® Shampoo & Conditioner, 10.1 oz
- (1) K-PAK Clarifying Shampoo, 10.1 oz
- (2) K-PAK Reconstructor, 5.1 oz
- (1) K-PAK Liquid Reconstructor, 10.1 oz
- (1) K-PAK Leave-In Protectant, 8.5 oz
- (1) K-PAK Intense Hydrator, 8.5 oz
- (1) K-PAK Split End Mender, 3.4 oz
- (3) K-PAK RevitaLuxe, 5.1 oz
- (6) K-PAK Color Therapy Shampoo & Conditioner, 10.1 oz
- (3) K-PAK Color Therapy Restorative Styling Oil, 3.4 oz
- (1) K-PAK Smoothing Balm, 6.8 oz
- (1) K-PAK Protect & Shine Serum, 1.7 oz
- (1) K-PAK Thermal Design Foam, 10.1 oz
- (1) K-PAK Protective Hairspray, 9.3 oz
- (1) Daily Care Balancing Shampoo & Conditioner, 10.1 oz
- (1) Daily Care Conditioning Shampoo & Conditioner, 10.1 oz
- (1) Daily Care Treatment Shampoo, 10.1 oz
- (1) Daily Care Leave-In Detangler, 10.1 oz
- (1) Smooth Cure™ Sulfate-Free Shampoo & Conditioner, 10.1 oz
- (1) Smooth Cure Leave-In Rescue Treatment, 3.4 oz
- (1) Smooth Cure Thermal Styling Protectant, 5.1 oz
- (1) Moisture Recovery™ Shampoo & Conditioner, 10.1 oz
- (1) Moisture Recovery Treatment Balm, 8.5 oz
- (1) NEW FORMULA Color Endure™ Sulfate-Free Shampoo & Conditioner, 10.1 oz
- (1) NEW FORMULA Color Endure Violet Sulfate-Free Shampoo & Conditioner, 10.1 oz
- (1) Body Luxe™ Volumizing Shampoo & Conditioner, 10.1 oz
- (1) Body Luxe Thickening Elixir, 6.8 oz
- (1) Body Luxe Root Lift, 10.2 oz
- (1) Body Luxe Design Foam, 8.5 oz
- (1) Crème Wax, 1.7 oz
- (1) JoiGel® Medium & JoiGel Firm, 8.5 oz

- (1) JoiLotion™, 10.1 oz
- (1) JoiWhip™, 10.2 oz
- (1) JoiMist® Medium, 9.1 oz & JoiMist Firm, 9.1 oz
- (1) JoiShape™, 9.0 oz
- (1) JoiFix™ Medium, 10.1 oz & JoiFix Firm, 10.1 oz
- (1) **NEW** Super Shine Glossing Polish, 3.4 oz
- (2) **NEW** Texture Boost Dry Spray Wax, 3.7 oz
- (1) **NEW** Humidity Blocker Finishing Shield, 8.5 oz
- (2) **NEW** Power Spray Finishing Spray, 9.1 oz
- (2) **NEW** Matte Grip Texture Crème, 1.7 oz
- (1) **NEW** Style Reform Matte Clay, 3.4 oz
- (1) **NEW** Instant Refresh Dry Shampoo, 8.5 oz
- (2) **NEW** Flex Control Pliable Paste, 3.4 oz
- (2) **NEW** Power Gel Sculpting Gel, 8.5 oz
- (1) **NEW** Design Works Shaping Spray, 8.9 oz
- (2) **NEW** Power Whip Whipped Foam, 10.2 oz
- (1) K-PAK Color Therapy Shampoo & Conditioner, Liter
- (100) K-PAK Color Therapy Foil Packette Samples Shampoo/Conditioner

### FREE SALON BRANDING KIT (\$200 VALUE)

- (1) Foil Packette POP Dispenser
- (1) Product Glorifier
- (3) Glorifier Inserts (two-sided)
- (2) Joico Posters
- (1) Joico Brand Brochure
- (5) Mirror Clings
- (1) Standing Flip Card
- (2) Merchandising Cubes
- (7) Shelf Talkers featuring features/benefits for each regimen
- (1) Joico Shelf Banner

**SALON PRICE: \$599.99**

**SALON VALUE: \$910.75**



Go to **STILE LOUNGE** at [joico.stilelounge.com](http://joico.stilelounge.com) for great ideas on how to merchandise your salon.

# JOICO

SAVINGS  
**30%**

## JOICO \$149 SMALL SALON OPENER

Receive FREE salon branding and sampling materials (\$30 salon value), PLUS save 30%!

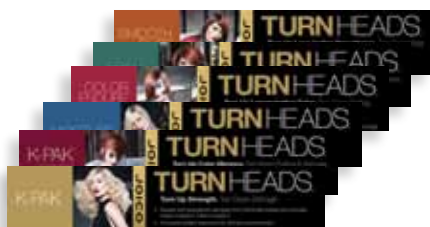
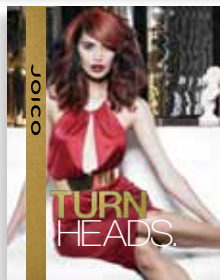
### SMALL SALON OPENER INCLUDES:

- (1) K-PAK Shampoo & Conditioner, 10.1 oz
- (1) K-PAK Reconstructor, 5.1 oz
- (1) K-PAK Intense Hydrator, 8.5 oz
- (1) K-PAK RevitaLuxe, 5.1 oz
- (1) K-PAK Color Therapy Shampoo & Conditioner, 10.1 oz
- (1) K-PAK Color Therapy Restorative Styling Oil, 3.4 oz
- (1) Smooth Cure Sulfate-Free Shampoo & Conditioner, 10.1 oz
- (1) Moisture Recovery Shampoo & Conditioner, 10.1 oz
- (1) **NEW FORMULA** Color Endure Sulfate-Free Shampoo & Conditioner, 10.1 oz
- (1) JoiGel Firm, 8.5 oz
- (1) JoiWhip, 10.2 oz
- (1) JoiMist Firm, 9.1 oz
- (1) **NEW** Power Spray Finishing Spray, 9.1 oz
- (1) **NEW** Matte Grip Texture Crème, 1.7 oz
- (1) **NEW** Instant Refresh Dry Shampoo, 8.5 oz
- (1) **NEW** Flex Control Pliable Paste, 3.4 oz
- (1) **NEW** Power Whip Whipped Foam, 10.2 oz
- (1) K-PAK Color Therapy Shampoo & Conditioner, Liter

### FREE SALON BRANDING KIT (\$30 VALUE)

- (6) Shelf Talkers
- (2) JOICO Posters
- (1) JOICO Brand Brochure

**SALON PRICE: \$149.99**  
**SALON VALUE: \$220.75**



SAVINGS  
UP TO  
**58%**

## PERFECT PAIRS: HALF-LITER DUOS

Save up to 58% on the purchase of each 16.9 oz Joico Half-Liter Duo.

### CHOOSE FROM:

- NEW Color Endure Sulfate-Free
- NEW Color Endure Violet Sulfate-Free
- Smooth Cure Sulfate-Free
- Moisture Recovery
- Body Luxe



**SALON PRICE: \$12.00**  
**SALON VALUE: \$23.41 - \$28.43**  
**RETAIL PRICE: \$23.99**  
**RETAIL VALUE: \$46.81 - \$56.86**  
**SAVINGS: 49% - 58%**

## WINTER- BATTERED HAIR?

SAVINGS  
**51%**

### K-PAK LITER DUOS TO THE RESCUE!

Receive FREE award-winning K-PAK Deep-Penetrating Reconstructor (5.1 oz) with the purchase of each K-PAK Winter Liter Duo.

### CHOOSE FROM:

- K-PAK
- K-PAK Color Therapy



**SALON PRICE: \$21.50**  
**SALON VALUE: \$43.50**  
**RETAIL PRICE: \$42.99**  
**RETAIL VALUE: \$86.97**

# JOICO

# KICK OFF 2013 WITH THE PERFECT SHADES!

SAVINGS  
**40%**

Our best-selling \$149 Salon Opener has been updated for 2013 with more value-packed perks—from more of your favorite Vero K-PAK shades and bonus color accessories to our colorist-acclaimed J-Color DVD starring Vero K-PAK Color International Artistic Director, Sue Pemberton.

## VERO K-PAK COLOR SALON OPENER

Save on the best from Vero K-PAK. Upgrade your color bar with these must-have shades, FREE Color Apron, and learn new coloring tips with a FREE J-Color DVD.

### OFFER INCLUDES:

- (20) Pre-selected Vero K-PAK Color Shades, 2.5 oz\*
- (2) 20 Volume Veroxide, 32 oz
- (1) Vero K-PAK Color Base Breaker, 2 oz
- (1) Modular Tint Bowl
- (1) Wide Tint Brush
- (1) Narrow Tint Brush
- (1) Measuring Beaker
- (1) Color Bottle Applicator
- (1) Vero K-PAK Color Premium Shade Selector
- (1) Vero K-PAK Color Resource Guide
- (1) Vero K-PAK Color Quick Reference Chart
- (1) **FREE** J-Color DVD
- (1) **FREE** Vero K-PAK Color Apron

\*Shade listing subject to change. Includes

1 of the following Vero K-PAK Colors:

- 9N Light Blonde
- 8N Medium Blonde
- 7N Dark Blonde
- 6N Light Brown
- 5N Medium Brown
- 4N Dark Brown
- 3N Ebony Brown
- 1N Black
- 6B Light Beige Brown
- 5B Medium Beige Brown
- 9G Light Golden Blonde
- 7G Dark Golden Blonde
- 5G Medium Golden Brown
- 7A Dark Ash Blonde
- 6A Light Ash Brown
- 5A Medium Ash Brown
- 6RC Red Copper
- 5RM Red Mahogany
- 5XR Crimson
- 7XR Scarlet

**SALON PRICE: \$149.00**

**SALON VALUE: \$247.85**



# JOICO



SAVINGS  
**42%**

## VERO K-PAK CHROME SALON OPENER

Create glossy results with the new Vero K-PAK Chrome Salon Opener. Features 24 best-selling ammonia-free shades, PLUS a free J-Color DVD and Color Apron!

### OFFER INCLUDES:

- (24) Pre-selected Vero K-PAK Chrome Shades, 2 oz\*
- (3) Vero K-PAK Chrome Activator, 32 oz
- (1) Vero K-PAK Color Base Breaker, 2 oz
- (1) Modular Tint Bowl
- (1) Wide Tint Brush
- (1) Narrow Tint Brush
- (1) Measuring Beaker
- (1) Color Bottle Applicator
- (1) Vero K-PAK Color Premium Shade Selector
- (1) Vero K-PAK Color Resource Guide
- (1) Vero K-PAK Color Quick Reference Chart
- (1) **FREE** Vero K-PAK Color Apron
- (1) **FREE** J-Color DVD

\*Shade listing subject to change. Includes 1 of the following Vero K-PAK Chrome Colors:

N9 Beach Sand  
N8 Teak  
N6 Caramel  
N4 Coffee Bean  
N1 Black Amethyst  
V9 Platinum  
V4 Passion Fruit  
G9 Spun Gold  
G8 24K Gold  
G6 Sandalwood  
B9 Champagne  
B7 Latte  
B6 Toffee  
B5 Hazelnut  
RC8 Orange Crush  
RC6 Copper Mind  
RM5 Burmese Ruby  
RB4 Amaretto  
A3 Ebony Ash Brown  
A5 Medium Ash Brown  
A7 Dark Ash Blonde  
A9 Light Ash Blonde  
RR Really Red  
CLR Clear Gloss

**SALON PRICE: \$149.00**

**SALON VALUE: \$257.60**



# JOICO

SAVINGS  
**40%**

## VERO K-PAK COLOR AGE DEFY SALON OPENER

Don't just cover up aging, defy it with Age Defy! This new Salon Opener features the breakthrough permanent haircolor collection that reverses the signs of aging.

### OFFER INCLUDES:

- (26) Pre-selected Vero K-PAK Color Age Defy Series shades, 2 oz\*
- (2) Vero K-PAK Color 20 Volume Veroxide, 32 oz
- (1) Modular Tint Bowl
- (1) Wide Tint Brush
- (1) Narrow Tint Brush
- (1) Measuring Beaker
- (1) Color Bottle Applicator
- (1) Vero K-PAK Color Age Defy Series Swatch Book
- (1) Vero K-PAK Color System Paper Swatch Chart
- (1) Vero K-PAK Color System Resource Guide
- (1) **FREE** Vero K-PAK Color Apron

\*Shade listing subject to change. Includes 2 of the following Vero K-PAK Age Defy Colors:

Age Defy 10NN+  
Age Defy 9NN+  
Age Defy 8NN+  
Age Defy 7NN+  
Age Defy 6NN+  
Age Defy 5NN+  
Age Defy 4NN+  
Age Defy 4NA+  
Age Defy 6NGc+  
Age Defy 4NGc+  
Age Defy 5BCr+  
Age Defy 4BRc+

Includes 1 of the following Vero K-PAK Age Defy Colors:  
Age Defy 2NA+  
Age Defy 8NGc+

**SALON PRICE: \$149.00**

**SALON VALUE: \$249.40**



# JOICO

SAVINGS  
**25%**

## GIVE HAIR A NEW BEGINNING WITH K-PAK REVITALUXE™

Don't let winter take a toll on your client's hair. Keep hair in tip-top shape with K-PAK RevitaLuxe Bio-Advanced Restorative Treatment! Save 25% on the purchase of K-PAK RevitaLuxe, 16.2 oz.



**SALON PRICE: \$15.00**  
**SALON VALUE: \$20.00**  
**RETAIL PRICE: \$29.99**  
**RETAIL VALUE: \$39.99**

SAVINGS  
**16%**

## JANUARY ONLY GET INTENSE WITH COLOR

Try Vero K-PAK Color Intensity and recreate bold, head-turning color as seen on today's hottest stars. With these electrifying shades, your creative options are endless... and intense!

### CHOOSE FROM:

- Color Intensity Clear, 4 oz
- Color Intensity Red, 4 oz
- Color Intensity Yellow, 4 oz
- Color Intensity Orange, 4 oz
- Color Intensity Pink, 4 oz
- Color Intensity Indigo, 4 oz



**SALON PRICE: \$5.00**  
**SALON VALUE: \$5.95**

## FEBRUARY ONLY TRY IT FOR \$5 VERO K-PAK BASE BREAKER (2 OZ)

SAVINGS  
**16%**

Try Vero K-PAK Base Breaker, the most creative and convenient way to lighten the haircolor base **one level in ten minutes**. Discover ways to build your service ticket with this product:

1. For first-time highlighting services on virgin hair, start by applying Base Breaker ALL OVER (from scalp to ends). After you rinse, shampoo and dry the hair, apply your highlights.
2. During highlighting touch-up appointments, apply Base Breaker to the regrowth ONLY, before OR after your highlights.
3. To soften the regrowth between highlighting service appointments, apply Base Breaker from the scalp to the line of demarcation that will soften noticeable contrast.



**SALON PRICE: \$5.00**  
**SALON VALUE: \$5.95**

# JOICO



SAVINGS  
**15%**

## RIDE THE SAVINGS WAVE WITH K-PAK

Get luscious waves with the only wave to feature reconstructive K-PAK technology. Save 15% on the purchase of any K-PAK Wave.

### CHOOSE FROM:

- Extra Body Acid
- Acid
- Alkaline – Normal / Resistant
- Alkaline – Color-treated
- Thio-free – Normal / Resistant
- Thio-free – Color-treated



**SALON PRICE: \$3.83 - \$4.68**  
**SALON VALUE: \$4.50 - \$5.50**

## BREAK THE I-C-E— NOT THE BANK!

SAVINGS  
**25%**

Stock up and save 25% on select I-C-E HAIR styling products.

### CHOOSE FROM:

- Spiker Styling Glue, 2.5 oz
- Spiker Styling Glue, 5.1 oz
- Molder Matte Texture Cream, 3.4 oz
- Erratic Molding Clay, 3.4 oz
- Distortion Styling Gum, 3.4 oz
- Spiker Colorz, 1.7 oz  
(Available in Blue / White / Red / Metallix Gold / Green)



**SALON PRICE: \$3.73 - \$6.19**  
**SALON VALUE: \$4.98 - \$8.25**  
**RETAIL PRICE: \$7.46 - \$11.99**  
**RETAIL VALUE: \$9.95 - \$15.99**

# JOICO

# JOICO PRICE LIST

<b>K-PAK®</b>		SUGG PRICE	RETAIL PRICE	SALON PRICE
Shampoo	1.7 oz	3.99		2.00
	10.1 oz	14.99		7.50
	liter	32.99		16.50
	gallon	N/A		48.00

Clarifying Shampoo	10.1 oz	14.99		7.50
	1.7 oz	3.99		2.00
Conditioner	10.1 oz	16.99		8.50
	liter	33.99		17.00
	gallon	N/A		50.00

Leave-In Protectant	8.5 oz	16.99		8.50
	1.7 oz	4.99		2.50
Deep-Penetrating Reconstructor	5.1 oz	19.99		10.00
	8.5 oz	28.99		14.50
	liter	48.99		24.50

Liquid Reconstructor	10.1 oz	22.99		11.50
Intense Hydrator	1.7 oz	4.99		2.50
	8.5 oz	19.99		10.00
	liter	39.99		20.00

Smoothing Balm	6.8 oz	18.99		9.50
Protect & Shine Serum	1.7 oz	17.49		8.75
Split End Mender	3.4 oz	16.99		8.50
Thermal Design Foam	10.1 oz	18.49		9.25
Protective Hairspray	9.3 oz	17.49		8.75

<b>K-PAK® REVITALUXE</b>		SUGG PRICE	RETAIL PRICE	SALON PRICE
Bio-Advanced Restorative Treatment	5.1 oz	22.99		11.50
	16.2 oz	39.99		20.00

<b>K-PAK® COLOR THERAPY</b>		SUGG PRICE	RETAIL PRICE	SALON PRICE
Color Therapy Shampoo	10.1 oz	14.99		7.50
	liter	32.99		16.50
	gallon	N/A		48.00
Color Therapy Conditioner	10.1 oz	16.99		8.50
	liter	33.99		17.00
	gallon	N/A		50.00

Restorative Styling Oil	3.4 oz	19.99		10.00
----------------------------	--------	-------	--	-------

<b>K-PAK PROFESSIONAL®</b>		SUGG PRICE	RETAIL PRICE	SALON PRICE
----------------------------	--	---------------	-----------------	----------------

Professional Clarifying Shampoo	liter			16.00
Professional Cuticle Sealer	liter			16.00
Professional H.K.P.	12 oz			8.00
Square Gallon Pumps				2.98

<b>COLOR ENDURE® SULFATE-FREE</b>		SUGG PRICE	RETAIL PRICE	SALON PRICE
---------------------------------------	--	---------------	-----------------	----------------

Shampoo	10.1 oz	14.99		7.50
	liter	31.99		16.00
	gallon	65.99		33.00
Conditioner	10.1 oz	16.99		8.50
	liter	32.99		16.50
	gallon	69.99		35.00

<b>COLOR ENDURE® VIOLET SULFATE-FREE</b>		SUGG PRICE	RETAIL PRICE	SALON PRICE
--	--	---------------	-----------------	----------------

Shampoo	10.1 oz	15.99		8.00
	liter	33.99		17.00
Conditioner	10.1 oz	17.99		9.00
	liter	34.99		17.50

<b>SMOOTH CURE (sulfate-free):</b>		SUGG PRICE	RETAIL PRICE	SALON PRICE
--	--	---------------	-----------------	----------------

Shampoo	10.1 oz	14.99		7.50
	liter	31.99		16.00

Conditioner	10.1 oz	16.99		8.50
	liter	32.99		16.50

Leave-in Rescue Treatment	3.4 oz	19.99		10.00
------------------------------	--------	-------	--	-------

Thermal Styling Protectant	5.1 oz	17.99		9.00
-------------------------------	--------	-------	--	------

<b>MOISTURE RECOVERY</b>		SUGG PRICE	RETAIL PRICE	SALON PRICE
--------------------------	--	---------------	-----------------	----------------

Shampoo	10.1 oz	13.99		7.00
	liter	30.99		15.50
	gallon	N/A		30.00

Conditioner	10.1 oz	15.99		8.00
	liter	31.99		16.00
	gallon	N/A		33.00

Treatment Balm	8.5 oz	18.99		9.50
	16.9 oz	25.99		13.00

<b>BODY LUXE</b>		SUGG PRICE	RETAIL PRICE	SALON PRICE
------------------	--	---------------	-----------------	----------------

Volumizing Shampoo	10.1 oz	13.99		7.00
	liter	30.99		15.50
	gallon	N/A		30.00

Volumizing Conditioner	10.1 oz	15.99		8.00
	liter	31.99		16.00
	gallon	N/A		33.00

Volumizing Elixir	6.8 oz	17.49		8.75
Root Lift	10.2 oz	16.99		8.50

Design Foam	8.5 oz	17.49		8.75
-------------	--------	-------	--	------

<b>DAILY CARE</b>		SUGG PRICE	RETAIL PRICE	SALON PRICE
-------------------	--	---------------	-----------------	----------------

Balancing Shampoo	10.1 oz	13.99		7.00
	liter	23.99		12.00
	gallon	N/A		28.00

Balancing Conditioner	10.1 oz	15.99		8.00
	liter	24.99		12.50
	gallon	N/A		30.00

Conditioning Shampoo	10.1 oz	13.99		7.00
	liter	23.99		12.00
Conditioner	10.1 oz	15.99		8.00
	liter	24.99		12.50

Treatment Shampoo	10.1 oz	13.99		7.00
	liter	30.99		15.50

Leave-In Detangler	10.1 oz	14.99		7.50
	liter	27.99		14.00

Square Gallon Pumps				2.98
---------------------	--	--	--	------

<b>STYLE AND FINISH</b>		SUGG PRICE	RETAIL PRICE	SALON PRICE
-------------------------	--	---------------	-----------------	----------------

Design Works Shaping Spray	8.9 oz	16.99		8.50
-------------------------------	--------	-------	--	------

JoiShape	9 oz	16.99		8.50
JoiMist Medium	9.1 oz	16.99		8.50
JoiMist Firm	9.1 oz	16.99		8.50

Power Spray Fast-Dry	9.1 oz	16.99		8.50
Texture Boost Dry Spray Wax	3.7 oz	17.99		9.00

Humidity Blocker	8.5 oz	17.99		9.00
Instant Refresh	8.5 oz	17.99		9.00

JoiFix Medium	10.1 oz	15.49		7.75
JoiFix Firm	10.1 oz	15.49		7.75
JoiGel Medium	8.5 oz	13.99		7.00
	liter	24.99		12.50

JoiGel Firm	8.5 oz	13.99		7.00
	liter	24.99		12.50

JoiLotion	10.1 oz	14.99		7.50
-----------	---------	-------	--	------

JoiLotion	10.1 oz	14.99		7.50
Power Gel	8.5 oz	16.99		8.50

Power Whip	10.2 oz	16.99		8.50
Super Shine	3.4 oz	15.99		8.00

Crème Wax	1.7 oz	15.99		8.00
Matte Grip	1.7 oz	15.99		8.00

Flex Control	3.4 oz	15.99		8.00
Style Reform	3.4 oz	15.99		8.00

<b>I-C-E HAIR®</b>		SUGG PRICE	RETAIL PRICE	SALON PRICE
--------------------	--	---------------	-----------------	----------------

Spiker®	2.5 oz	10.99		5.50
	5.1 oz	15.99		8.00
	16.9 oz	44.00		22.00

Erratic®	3.4 oz	15.49		7.75
Molder®	3.4 oz	16.49		8.25
Distortion®	3.4 oz	16.49		8.25

Finisher® 55%	10.5 oz	15.49		7.75
Blast™ 55%	10 oz	16.49		8.25

<b>SPIKER COLORZ™</b>		SUGG PRICE	RETAIL PRICE	SALON PRICE
-----------------------	--	---------------	-----------------	----------------

Blue	1.7 oz	9.95		4.98
White	1.7 oz	9.95		4.98

Red	1.7 oz	9.95		4.98
Metallic Gold	1.7 oz	9.95		4.98

Metallic Green	1.7 oz	9.95		4.98
Pillow Pack	9 ml	1.50		0.75

White, Blue, Red, Green, Gold				
-------------------------------	--	--	--	--

<b>CLINICURE</b>		SUGG PRICE	RETAIL PRICE	SALON PRICE
------------------	--	---------------	-----------------	----------------

Trial RX for Natural Hair (Early Stages)	Kit	19.95		9.98
---	-----	-------	--	------

Trial RX for Natural Hair (Advanced Stages)	Kit	19.95		9.98
--	-----	-------	--	------

Trial RX for Chemically-treated Hair (Early Stages)	Kit	19.95		9.98
--	-----	-------	--	------

Trial RX for Chemically-treated Hair (Advanced Stages)	Kit	19.95		9.98
---	-----	-------	--	------

Purifying Scalp Cleanse	10.1 oz	13.95		6.98
Natural or Chemically-treated Hair	liter	29.95		14.98

Balancing	10.1 oz	15.95		7.98
Scalp Nourish	liter	29.95		14.98

Natural or Chemically-treated Hair				
Stimulating Scalp Treat	5.1 oz	18.95		9.48

Natural or Chemically-treated Hair				
Advanced Thinning Rescue	4.0 oz	29.95		14.98

Energizing Nutri-Complex 30 Count	16.95			8.48
Energizing Nutri-Complex 90 Count	35.95			17.98

Lifting Foam Volumizer	10.2 oz	13.95		6.98
---------------------------	---------	-------	--	------

All-Day Dry Hold Finisher	9.0 oz	13.95		6.98
------------------------------	--------	-------	--	------

Weightless Texture Thickener	8.5 oz	13.95		6.98
---------------------------------	--------	-------	--	------

<b>TOOLS</b>		SUGG PRICE	RETAIL PRICE	SALON PRICE
--------------	--	---------------	-----------------	----------------

VaporFuel	10.1 oz	14.95		7.48
Quadraion Blow/Dry Spray	5.1 oz	12.95		6.48

<b>VERO K-PAK® COLOR SYSTEM</b>		SALON PRICE
---------------------------------	--	----------------

<b>VERO K-PAK® COLOR PERMANENT CRÈME COLORS</b>		SALON PRICE
---	--	----------------

Age Defy Series	2.5 fl. oz	6.35
Permanent Crème Color	2.5 fl. oz	5.99

Veroxide®	8.5 fl. oz	2.00
(10, 20, 30 & 40 Vol.)	32 fl. oz	5.95

VeroGlaze™ No-Lift Developer (5 Volume)	32 fl. oz	5.95
--	-----------	------

VeroLight® Dust-Free Lightening Powder (off scalp)	2 lb.	32.90
	1 lb.	16.95

VeroBlue® Dust-Free Lightening Powder (on/off scalp)	1 lb.	16.95
---	-------	-------

Vero K-PAK Crème Lightener	10.5 oz	9.95
Vero K-PAK Base Breaker	2 fl. oz	5.95

Vero Stainless Haircolor Stain Remover	4.2 oz	5.50
---	--------	------



SAVINGS  
UP TO  
**46%**

## STOCK UP ON WINTER GALLONS FROM ISO AND SAVE

Don't let your back bar break the bank!  
Stock up on all ISO Cleanse and Condition  
gallons for only \$17.

*Beat winter dryness  
at the back bar with*

### CHOOSE FROM:

- Daily
- Bouncy
- Tamer
- Color Preserve
- **Hydra - Feature of the Month - only \$15**



**HYDRA CLEANSE  
& CONDITION  
ONLY  
\$15<sup>EA</sup>**

**SALON PRICE: \$15 - \$17**  
**SALON VALUE: \$24.99 - \$27.99**

SAVINGS  
**29%**

## BEAUTIFUL COLOR MADE EASIER THAN EVER!

Get started with i.Color Permanent Crème Color –  
achieve predictable and beautiful results every time!

### OFFER INCLUDES:

- (26) Pre-selected i.Color Shades, 2 oz\*
- (2) 20 Volume Developer, 32 oz
- (1) Tint Bowl
- (1) Wide Tint Brush
- (1) Narrow Tint Brush
- (1) Measuring Beaker
- (1) i.Color Premium Swatchbook
- (1) i.Color System Paper Swatch Chart
- (1) i.Color System Technical Manual

\*Includes 1 of the following i.Color Permanent Crème Colors:

- 100N (100.0) - High Lift Lightest Natural Blonde
- 10N (10.0) - Extra Light Blonde
- 9N (9.0) - Very Light Blonde
- 8N (8.0) - Light Blonde
- 7N (7.0) - Medium Blonde
- 6N (6.0) - Dark Blonde
- 5N (5.0) - Light Brown
- 4N (4.0) - Medium Brown
- 3N (3.0) - Dark Brown
- 1N (1.0) - Black
- 7NA (7.01) - Medium Natural Ash Blonde
- 6NA (6.01) - Dark Natural Ash Blonde
- 6AA (6.2) - Dark Ash Blonde
- 7G (7.3) - Medium Golden Blonde
- 6G (6.3) - Dark Gold Blonde
- 5G (5.3) - Light Golden Brown
- 7GC (7.34) - Medium Golden Copper Blonde
- 6CG (6.43) - Dark Copper Gold
- 6CC (6.44) - Deep Copper
- 4RV (4.57) - Red Violet
- 6R (6.5) - Rich Scarlet Red
- 100V (100.7) - High Lift Lightest Pearl Blonde
- 7B (7.8) - Cinnamon
- 6B (6.8) - Mocha
- 6BR (6.86) - Chocolate Raspberry
- 5BR (5.86) - Dark Chocolate Raspberry



**SALON PRICE: \$149.00**    **SALON VALUE: \$209.20**



# ISO PRICE LIST

	Salon Each	Suggested Retail		Salon Each	Suggested Retail
<b>DAILY CARE</b>			<b>TAMER CARE</b>		
Daily Cleanse, 10.1 oz	\$5.00	\$9.99	Tamer Cleanse, 10.1 oz	\$5.00	\$9.99
Daily Cleanse, Liter	10.00	19.99	Tamer Cleanse, Liter	10.00	19.99
Daily Cleanse, Gallon	24.99	—	Tamer Cleanse, Gallon	24.99	—
Daily Condition, 10.1 oz	5.50	10.99	Tamer Condition, 10.1 oz	5.50	10.99
Daily Condition, Liter	11.11	21.99	Tamer Condition, Liter	11.00	21.99
Daily Condition, Gallon	27.99	—	Tamer Condition, Gallon	27.99	—
<b>DAILY STYLE AND FINISH</b>			<b>TAMER STYLE</b>		
Daily Shine Gel, 5.1 oz	5.50	10.99	Tamer Foam, 6.7 oz	5.00	11.99
Daily Finish Spray, 11.5 oz	6.75	13.49	Tamer Smoothing Gel, 5.1 oz	6.00	11.99
Daily Shape Spray, 11.393 oz	6.75	13.49			
Daily Foam, 8.9 oz	6.00	11.99			
<b>HYDRA CARE</b>			<b>I.LUMINATE</b>		
Hydra Cleanse, 10.1 oz	\$5.00	\$9.99	<b>DEMI-PERMANENT CRÈME COLORS</b>		
Hydra Cleanse, Liter	10.00	19.99	Crème Color, 2 oz		\$4.95
Hydra Cleanse, Gallon	24.99	—	(Demi-Permanent)		
Hydra Condition, 10.1 oz	5.50	10.99	<b>I.LUMINATE CRÈME DEVELOPERS</b>		
Hydra Condition, Liter	11.00	27.99	32 fl. oz size		\$5.25
Hydra Condition, Gallon	26.95	—	8.5 fl. oz size		2.00
<b>I.COLOR</b>			<b>I.COLOR TOOLS &amp; MATERIALS</b>		
<b>PERMANENT CONDITIONING CRÈME COLORS</b>			i.Color Premium Shade Selector		\$60.00
Crème Color, 2 oz		\$4.95	i.Luminate Swatchbook Insert		15.00
(Permanent)			Mixing Bowl		4.00
<b>I.COLOR CRÈME DEVELOPERS</b>			Narrow Tint Brush		2.00
32 fl. oz size		\$5.25	Wide Tint Brush		2.00
(ZerOLift,™ 10, 20, 30 and 40 volume)			Measuring Beaker		2.00
8.5 fl. oz size		2.00			
(20 Volume)			<b>COLOR PRESERVE CARE</b>		
<b>I.COLOR LIGHTENERS</b>			Color Preserve Cleanse, 10.1 oz	\$5.00	\$9.99
Dust-Free On/Off Scalp Powder Lightener, 1 lb		\$16.95	Color Preserve Cleanse, Liter	10.00	19.99
Active Lift Dust-Free Off-Scalp Powder			Color Preserve Cleanse, Gallon	24.99	—
Lightener, 2lb		32.90	Color Preserve		
Active Lift Dust-Free Off-Scalp Powder			Cool Tone Cleanse, 10.1 oz	6.00	11.99
Lightener, 1 lb		16.95	Cool Tone Cleanse, Liter	11.00	21.99
Active Lift Dust-Free Off-Scalp Powder			Color Preserve Condition, 10.1 oz	5.50	10.99
			Color Preserve Condition, Liter	11.00	21.99
			Color Preserve Condition, Gallon	27.99	—
<b>ISO DAMAGE-FREE WAVES</b>			<b>BACKBAR TREATMENT</b>		
Option #1		\$6.60	Pure Cleanse, Liter		\$10.50
Option #2		6.60			
Option #3		6.60	<b>MISCELLANEOUS</b>		
Option EXO		6.60	Gallon Pumps (white)		\$2.60
			Liter Pumps (white)		1.85
<b>ISO DAMAGE-FREE STRAIGHTENING SYSTEM</b>					
Maintamer™		\$8.99	<b>I.COLOR 2013 SALON OPENER</b>		
			i.Color Salon Opener		149.00
<b>BOUNCY CARE</b>					
Bouncy Cleanse, 10.1 oz	\$5.00	\$9.99			
Bouncy Cleanse, Liter	10.00	19.99			
Bouncy Cleanse, Gallon	24.99	—			
Bouncy Condition, 10.1 oz	5.50	10.99			
Bouncy Condition, Liter	11.00	21.99			
Bouncy Condition, Gallon	27.99	—			
<b>BOUNCY STYLE</b>					
Bouncy Crème, 8.5 oz	5.50	10.99			
Bouncy Crème, Liter	12.50	24.99			
Bouncy Spray, 8.5 oz	5.50	10.99			

Prices subject to change without notice. Available while supplies last. January/February promotions expire February 28, 2013. ISO reserves the right to correct any print or illustration error.

# JOICO

