

JOICO

NEW
BLONDE LIFE
CRÈME LIGHTENER

- factsheet -

the **joi** of healthy hair

NEW BLONDE LIFE[®]

Crème Lightener



When you want to go beautifully blonde, and go there fast, Blonde Life Crème Lightener turns up the power with protective ingredients that we know from all other Blonde Life products! The unique crème formula, fortified with bond-building Arginine and moisture locking Monoï- and Tamanu oils, delivers up to 9+ levels of lift and beautiful shiny hair that will blow you away.

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

Exotic oils and bond-building Arginine make this next- generation crème lightener the perfect blinding choice for on- or off-the-scalp techniques.

- Achieve up to 9+ levels of lift in a flash
- Reduce breakage by 77% in one treatment*
- Strengthens hair to be 4X more resistant to breakage*
- On/Off-scalp application
- Blonde hair becomes lustrous and healthy-looking
- Designed for balayage, freehand and ombré techniques—with or without foils
- Easy removing and rinsing
- Use either Veroxide or LumiShine Crème Developer

Let's Look Inside...

Going blonde no longer means sacrificing healthy-looking hair. Blonde Life Crème Lightener changes the game, reducing breakage by 77%* in a single treatment.

BOND-BUILDING ARGININE: Arginine is greatly depleted during the bleaching process. This naturally occurring, elasticity-boosting amino acid instantly replenishes and strengthens lightened strands to help reduce breakage.*

TAMANU OIL: Packed with essential fatty acids and Omega-6 and -9, this rare moisturizing and conditioning oil from Southeast Asia bumps up shine, protects hair color, and helps smooth brittleness away with every single application.

MONOI OIL: Rich in essential fatty acids, this exotic blend of Coconut Oil and Tahitian Gardenia Flower Extract nourishes and protects each strand, working:

- From the inside out to replace essential moisture and give softness, elasticity and body a major boost.
- From the outside in to help polish the hair surface, fight frizz and guard against dryness and environmental damage.

Now Let's Use It...

Blonde Life Crème Lightener takes you to new heights quickly and safely, delivering consistent, beautiful blondes.

Directions:

ON-SCALP APPLICATION

Mix 1:1 or 1:2 (Quantity of developer may be varied to achieved desired consistency.)

Developer: 10 volume (3%) or 20 volume (6%) LumiShine® or Veroxide® developer.



30 volume (9%) & 40 volume (12%) not recommended for use on scalp

Process up to 60 minutes.

No heat / room temperature only

OFF-SCALP APPLICATION

Mix 1:1 or 1:2 (Quantity of developer may be varied to achieved desired consistency.)

Developer: 10 volume (3%), 20 volume (6%), 30 volume (9%),



or 40 volume (12%) LumiShine or Veroxide developer.

Process up to 60 minutes.

No heat / room temperature only

Post Service:

Rinse hair thoroughly. Shampoo with Blonde Life Brightening Shampoo. Rinse well. Apply Blonde Life Brightening Masque and leave in for 5 minutes. Rinse thoroughly and towel-dry hair. Mist on Blonde Life Brightening Veil and style as usual with your favorite Joico products.

Tips & Tricks:

- When hair is porous or compromised, we recommend step 1, 2 and 3 of the K-Pak Professional Hair Repair System prior to the lightening service. Please avoid rubbing the scalp during step 1.
- Due to the oil consistency, it may be beneficial to;
 - use very warm water for rinsing
 - use K-Pak Clarifying Shampoo as a first shampoo
 - apply shampoo directly on the lightener prior to adding water

* Against combing breakage on damaged hair, when used with Joico Blonde Life® Brightening Masque.

BLONDE LIFE®

Blonde Life products are specifically created to make blondes light & bright. Worries about unhealthy bleached locks belong to the past as these products will make hair: gorgeous, shiny and healthy! Most “blondes by choice” love to be bright! Being blonde was never so easy!

Blonde Life is for blondes and those who want to be lifted to new heights without sacrificing hair's shine or condition. Our unique Blonde Life products are created with strand-strengthening Arginine and an exotic, nutrient-rich blend of Tamanu and Monoi oils to banish the challenges of brassiness, off-tones, fading and damage that blondes face on a daily basis.

THE BLONDE LIFE SYSTEM CONSISTS OF:

COLOR:



BLONDE LIFE POWDER LIGHTENER:
quickly lifting up to 9+ levels.



**BLONDE LIFE HYPER HIGH LIFT
PERMANENT CRÈME COLOR:**
One-step lightening and toning
with upto 5 levels of lift.

CARE:



BLONDE LIFE BRIGHTENING SHAMPOO:
to cleanse, nourish & illuminate.



BLONDE LIFE BRIGHTENING CONDITIONER:
for illuminating hydration & softness.



BLONDE LIFE BRIGHTENING MASK:
to intensely hydrate & illuminate.



BLONDE LIFE BRIGHTENING VEIL:
UV & thermal defense multitasker.



BLONDE LIFE BRIGHTENING OIL:
for crystal-clear shine and softness.



BLONDE LIFE VIOLET SMOOTHING FOAM:
to tackle brass and leave hair smooth, super
soft, and bright.

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Hair: JOICO Artistic Team Color: Denis de Souza Photo: Hama Sanders
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