

Great Clips[®]

JOICO
THE ART OF HEALTHY HAIR

K-PAK Shampoo

What it is:

A reconstructing shampoo that gently cleanses hair while enhancing elasticity, strength and shine.

Key Benefits:

- Keratin Silicone locks in moisture, seals the cuticles and delivers intense shine and smoothness in the hair
- pH of 4.5 to 5.5
- Quadramine Complex (balance of 19 essential amino acids) ensures maximum protection and reconstruction
- Begins reconstruction process

Who needs this product?

This reconstructing shampoo is recommended for people with stressed, damaged and/ or chemically treated hair that are seeking to repair and protect their hair making it stronger, shinier and healthier.

K-PAK[®]

K-PAK Conditioner

What it is:

A daily conditioner that fortifies reconstructs and strengthens damaged hair.

Key Benefits:

- Keratin Silicone locks in moisture, seals the cuticles and delivers intense shine and smoothness in the hair
- pH of 4.5 to 5.5
- Quadramine Complex (balance of 19 essential amino acids) ensures maximum protection and reconstruction
- Colors-safe
- Smoothes, detangles and eliminates static
- Hair feels silky and shiny with vitality and bounce

Who needs this product?

This reconstructing conditioner is recommended for people with stressed, damaged and/or chemically treated hair that are seeking to repair and protect their hair making it stronger, shinier and healthier.

K-PAK[®]

K-PAK Deep-Penetrating Reconstructor

What it is:

An intensive “protein” reconstructing treatment, formulated to rebuild the hair’s structure from the inside out.

Key Benefits:

- Quadramine Complex (a balance of 19 essential amino acids) ensures maximum protection and reconstruction
- pH of 4.5 to 5.5
- Provides an immediate, noticeable difference in strength, texture and appearance
- Hair is left shiny, strong and in a healthy, manageable state

Who needs this product?

This reconstructor is recommended for people with stressed, dry, damaged and/or chemically treated hair that are seeking to rebuild and improve the structure of their hair.

K-PAK[®]

K-PAK Chelating Shampoo

What it is:

An intense clarifying shampoo that cleanses hair and removes mineral deposits, chlorine and styling product buildup while moisturizing.

Key Benefits:

- Removes chlorine, which can turn blonde hair green, and leaves hair feeling moisturized and conditioned.
- pH of 4.5 to 5.5
- Excellent for removing styling product buildup and mineral deposits caused by hard water.
- Contains Quadramine Complex and K-Pak Hair Protein System for advanced levels of reconstruction and manageability.

Who needs this product?

This chelator is designed for swimmers, regularly heavily-styled hair and people who live in hard water areas.

K-PAK®

K-PAK Intense Hydrator

What it is:

An intense hydrating treatment featuring Quadramine Complex designed to restore moisture to overly dry, damaged hair, rendering it manageable, soft, shiny and hydrated. This product seals the cuticle, improves elasticity and increases hair movement.

Key Benefits:

- Quadramine Complex (a balance of 19 essential amino acids) ensures maximum protection and reconstruction
- Silicone locks in moisture, seals the cuticle and delivers intense shine and smoothness to the hair
- Lanolin and Shea Butter fill in lost lipids to control frizz and restore body

Who needs this product?

This hydrator is recommended for those who experience frizzy and/or erratic, dry hair due to dehydration. It is ideal for those currently using K-Pak Reconstructor, particularly those with extremely dry, chemically treated hair that requires immediate hydration.

K-PAK[®]

K-PAK Split End Mender

What it is:

Designed for damaged, chemically treated hair, to both mend existing split ends and prevent new ones from forming.

Key Benefits:

- Features an exclusive dual-polymer technology that deeply penetrates porous hair ends to create an ultra durable bond.
- Also contains a combination of K-PAK technologies Quadramine Complex, Keratin Silicone Complex and Hair Protection System ensures maximum protection and reconstruction from the cortex, locks in moisture, seals the cuticle, and delivers smoothness to the hair.

Who needs this product?

Customers with damaged or chemically treated hair looking to mend their split ends. Works for all hair types.

K-PAK®

K-PAK Smoothing Balm

What it is:

Designed to protect and straighten all hair types.

Key Benefits:

- Heat-activated straightening balm, featuring K-PAK's Keratin Silicone Complex, straightens, conditions and eliminates frizz while protecting against thermal and environmental damage.
- Hair is left silky smooth and humidity proof.
- Apply heat from blow dryer for ultimate control and smoothness.

Who needs this product?

Customers with all hair types especially those with coarse, frizzy hair, looking to straighten, eliminate frizz and protect their hair.

K-PAK®

ICE Spiker Water-resistant Styling Glue

What it is:

A thick elastic super-hold styling glue with extreme resins and vinyl derivatives for water-resistant grip. It's fierce hold you work in, that stays glued until shampooed out with a clarifying shampoo.

Key Benefits:

- Unparallel performance
- Hard core hold
- Ability to create any shape, including straight out spikes
- Firmest, fiercest hold possible
- Protects and maintains style with vitamins catalysts and sea kelp
- Milk and honey fragrance

Who needs this product?

Perfect for the customer looking for a super-hold gel. Apply to damp hair to twist and spike it. Apply to dry hair for the ultimate hold.



ICE Spiker Colorz Styling Glue

What it is:

A temporary colored styling glue with fierce hold and in-your-face color.

Key Benefits:

- Temporary color washes out with clarifying shampoo
- All the hold of Spiker with color
- Vinyl and resin for lift and grip
- Protects and maintains style with vitamins catalysts and sea kelp
- Milk and honey fragrance

Who needs this product?

Perfect for the customer looking for a super-hold gel and funky color. Work it in, wash it out. Squeeze a small amount of Spiker Colorz in the palm of hand, rub together and apply any way you want.



ICE Erratic Molding Clay

What it is:

A natural moisture clay paste that's big on texture, low on grit. Use to define pieces or separate curls.

Key Benefits:

- Flexible and pliable texture
- Second day hair, without grime
- Unique formula delivers without weight
- Fresh fragrance

Who needs this product?

Perfect for the customer looking for a second-day texturized look. Use on dry hair for a more textured and naturally matte finish, or on damp hair for more subtle texturized results.



ICE Blast Spray Adhesive

What it is:

An extra-firm hairspray with extreme resins and vinyl derivatives that lock everything in place.

Key Benefits:

- Killer lift and extreme hold
- Spray adhesive
- Protects and maintains style with vitamins catalysts and sea kelp
- French vanilla fragrance

Who needs this product?

Perfect for the customer looking for a super-hold hairspray to lock style in place.

