

JOICO



**SHINE BRIGHT—
ON BLONDE!**

**NEW
BLONDE LIFE®
CRÈME LIGHTENER**

NEW BLONDE LIFE[®] Crème Lightener



When you want to go beautifully blonde—and go there fast—NEW Blonde Life Crème Lightener turns up the power and rockets you to bombshell status in no time flat. With bond-building Arginine and moisture-locking exotic oils, Joico's fastest lifting crème lightener delivers up to 9+ levels of lift and beautiful, shiny-looking 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 rinsing
- No dedicated developer

Perfect when:

- You want up to 9+ levels of lift with less fear of damage*
- You want to go blonde quickly while maintaining healthy-looking hair
- You want the freedom to create freehand balayage and ombré looks off the scalp
- You want a formula that stays moist, allowing you to safely lift hair with flexible viscosity
- You want blonde with radiant shine and brilliance
- You want better protected* strands for double-processed blondes
- You want versatility for unlimited color techniques, such as sombré and babylights

Let's Look Inside...

Going bombshell 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 is a naturally occurring amino acid crucial to hair's strength.

Monoil Oil, a rare, exotic blend of Coconut Oil and Tahitian Gardenia Flower, fights frizz and boosts shine while helping protect hair from environmental damage.

Tamanu Oil, a rich, Southeast Asian UV-absorber packed with fortifying Omega-6 and -9, helps deeply hydrate hair, bump up shine, and banish brittle strands.

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.

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

FAQ

Q. What differs Blonde Life Crème Lightener from Vero K-PAK® Crème Lightener?

A. Blonde Life Crème Lightener delivers up to 9+ levels of lift quickly and effectively while being able to easily rinse from hair.

Q. What is the technology inside Blonde Life Crème Lightener?

A. Blonde Life is powered by Monoï and Tamanu Oils to leave hair feeling nourished and moisturized. Arginine helps fortify hair to keep locks strong*.

Q. Can I use heat with Blonde Life Crème Lightener?

A. Heat is not necessary.

Q. What is Blonde Life Crème Lightener's processing time?

A. Up to 60 minutes.

Q. Does Blonde Life Crème Lightener have a dedicated developer?

A. No, it can be used with any Joico developer..

Q. Can I use 5, 10, 20, 30, or 40 volume developer with Blonde Life Crème Lightener?

A. Yes – up to 40 volume off scalp.
30 & 40 volume not recommended for On -Scalp

Q. Can Blonde Life Crème Lightener remove artificial haircolor?

A. Yes, it can be used to safely remove artificial haircolor.

Q. What levels can Blonde Life Crème Lightener be used on?

A. Blonde Life is designed to be used on any starting level and ideal for taking darker bases to new blonde dimensions.

Q. Do I have to use foil with Blonde Life Crème Lightener?

A. It can be used with or without foils. Its unique formula is ideal freehand techniques such as balayage and ombré.

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

JOICO
the joi of healthy hair

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