






# LIGHTENERS

Don't know which Joico lightener is right for the job? Get to know all 5 amazing formulas.

	<b>Blonde Life® Crème Lightener</b>	<b>Blonde Life® Lightening Powder</b>	<b>Vero K-PAK® Crème Lightener</b>	<b>VeroLight® Lightening Powder</b>	<b>FreePlay Clay Lightener</b>
	Your must-haves for lightning-fast, multi-process blonding services that lift hair up to 9+ levels! Formulated with bond-building Arginine and a signature oil blend to help protect hair against breakage and deliver healthy-looking results.		Formulated with Quadramine® Complex to help repair and protect hair as you lighten up to 8 levels.		
					
<b>Ideal for</b>	balayage, freehand, ombré, highlights, and on-scalp lightening	highlights, on-scalp lightening, extreme lift, and quick lift	highlights, on-scalp lightening, and balayage techniques	highlights, on-scalp lightening, and babylights	freehand techniques, ombré, balayage
<b>Lifting Power</b>	up to 9+ levels	up to 9+ levels	up to 8 levels	up to 8 levels	up to 7 levels
<b>Base</b>	white crème	cool, blue powder	cool, blue crème	white powder	moisture-rich clay
<b>Speed</b>	fastest crème lightener	our fastest lifting powder lightener	fast	fast	controlled lift
<b>On-/Off-Scalp</b>	on- & off- scalp	on- & off- scalp	on- & off- scalp	on- & off- scalp	off-scalp
<b>Tech Savvy</b>	Infused with bond-building Arginine and nourishing Tamanu and Monoi oils to help reduce breakage and deliver beautiful, healthy-looking blonding results from any starting level.	Infused with bond-building Arginine and nourishing Tamanu and Monoi oils to help reduce breakage and deliver beautiful, healthy-looking blonding results from any starting level—FAST!	Repairs and protects hair during lightening with Quadramine® Complex—the star ingredient of award-winning K-PAK Reconstructor. Plus, ultra-nourishing Shea Butter helps maintain ideal lipid-balance for healthy-looking results.	Contains K-PAK Keratin and moisturizing Sorbitol crystals for 00 protection and healthy-looking results.	Stay-put clay clings to strands while lifting, leaving hair feeling nourished.
<b>The Joiful Difference</b>	Strengthens hair, reducing breakage by over 54%* in just one treatment <small>* Against combing breakage on damaged hair when used with Joico Blonde Life Brightening Masque vs. a non-conditioning bleach</small>	No additives necessary—all the conditioning and protection hair needs is loaded into the formula	No dryness & dullness post lightening	Leaves hair in healthy-looking K-PAK® condition	No foils, flaking, dripping or dry-out—for ultimate precision and total creative freedom!
<b>You'll LOVE it if you like</b>	Wella Blondor Soft Blonde Creme, Schwarzkopf BlondeMe Paint-on Lightener, #MyDentity #BIG9 Crème Lightener	Schwarzkopf BlondMe, Redken FlashLift	Wella Blondor Soft Blonde Cream, Schwarzkopf BlondMe Paint-On Lightener	Wella Blondor	Wella FreeLights, Pravana PURE Enlightenment Balayage Lightener, Redken Blonde Idol Free Hand Lightener
No dedicated developer needed: All Joico lighteners perform with Vero K-PAK Veroxide® and LumiShine Crème developers.					