

**JOICO**  
the **joi** of healthy hair

Love to  
color  
on the  
**bright**  
side?



With 10 new shades to the JOICO **Color Intensity** range, creative possibilities have no boundaries! Our semi-permanent, intermixable shade palette can be applied straight from the tube or mixed. Strong heavy dye load ensures exceptional vibrancy that lasts through 15 shampoos, with no developer needed. Welcome to the bright side.



|                            |               |           |               |              |
|----------------------------|---------------|-----------|---------------|--------------|
| <b>METALLIC</b> <b>NEW</b> |               |           |               |              |
|                            |               |           |               |              |
| Bronze                     | Mauve Quartz  | Moonstone | Pewter        | Violet       |
| <b>CONFETTI</b> <b>NEW</b> |               |           |               |              |
|                            |               |           |               |              |
| Mint                       | Lilac         | Sky       | Peach         | Rose         |
| <b>INTENSITY</b>           |               |           |               |              |
|                            |               |           |               |              |
| Indigo                     | Black Pearl   | Hot Pink  | Light Purple  | Mermaid Blue |
|                            |               |           |               |              |
| Cobalt Blue                | Peacock Green | Red       | Soft Pink     | Yellow       |
|                            |               |           |               |              |
| Amethyst Purple            | Pink          | Orchid    | Titanium      | Clear        |
|                            |               |           |               |              |
| Magenta                    | Orange        | Ruby Red  | Sapphire Blue |              |

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