

Now Let's Use It...

## ALL COLOR & LIGHTENING SERVICES

### Defy Damage ProSeries 1

**SHAKE CAN VIGOROUSLY.** Apply to dry hair prior to chemical service. Apply starting at the back of the head, spraying onto horizontal sections, 3-6 inches away from the hair. Spray in short bursts. Continue this application method until all sections have been treated.

If you have sections of hair that are more damaged than others, you may reapply ProSeries 1 to those areas for added protection.

Comb through hair to ensure complete, even distribution.

Perform color or lightening service as usual and according to manufacturer's directions. Once haircolor or lightener has fully processed, rinse or shampoo hair (depending on manufacturer's directions), then follow with Defy Damage ProSeries 2.

### Defy Damage ProSeries 2

Apply ProSeries 2 to damp hair. Leave in for 5 minutes. Rinse.



**Note:** To use as a treatment without a color service: spray onto dry hair, then shampoo. Follow with ProSeries 2; leave in hair for up to 5 minutes, then rinse.

## FOR PERMING SERVICES

### Defy Damage ProSeries 1

1. **SHAKE CAN VIGOROUSLY.** Shampoo hair with Defy Damage Protective Shampoo (unless perm directions require a clarifying shampoo). Apply to damp hair prior to wrapping rods. Apply starting at the back of the head, spraying onto horizontal sections, two inches apart, focusing on the mid-lengths and ends. Continue this application method until all sections have been treated. Spray in short bursts.

2. If you have sections of hair that are more damaged than others, you may reapply ProSeries 1 to those areas for added protection. Comb through hair to ensure complete, even distribution.

3. Proceed with wrapping rods. Note: If perm kit includes a pre-wrap lotion, you may apply lotion **after** you have applied ProSeries 1.

4. Follow perm directions for processing solution, timing, test curl, and neutralizing.

### Defy Damage ProSeries 2

After rinsing, neutralizing, and removing rods, apply ProSeries 2 and leave in hair for 2-5 minutes. Rinse hair and style as desired.

## FOR SMOOTHING/KERATIN SERVICES

### Defy Damage ProSeries 1

1. Shampoo hair with Defy Damage Protective Shampoo (unless smoothing treatment directions require a clarifying shampoo). **SHAKE CAN VIGOROUSLY.** Spray ProSeries 1 onto wet hair prior to applying smoothing treatment product. Apply starting at the back of the head, spraying onto horizontal sections, two inches apart, focusing on the mid-lengths and ends. Continue this application method until all sections have been treated.

2. Follow manufacturer's instructions for the smoothing treatment.

### Defy Damage ProSeries 2

After completing smoothing treatment steps, apply ProSeries 2 to damp hair and leave in for 2-5 minutes. Rinse hair and style as desired.



Results may vary depending on color history, porosity, and hair condition.

## DEFY DAMAGE AT HOME

### Defy Damage Protective Shampoo

Apply to wet hair. Lather and rinse thoroughly.

### Defy Damage Protective Conditioner

Apply to clean, damp hair. Leave in for 1-2 minutes. Rinse thoroughly.

### Defy Damage Protective Masque

Apply to damp hair. Leave in for up to 5 minutes (depending on hair type). Rinse thoroughly.

### Defy Damage Protective Shield

Apply small amount to damp hair from mid-lengths to ends prior to blow-drying. Style as usual.

## FAQ

### WHAT IS BOND BUILDING?...

Bond building has become of key importance to hairstylists performing salon color services, especially those that include lightening. It's such a hot topic that even clients are coming into the salon and requesting bond-building services and products. But what is bond building? Is there just one type of bond? See the chart below to discover more about hair bonds, how they contribute to healthy hair, and how and when they are damaged and broken:

Type of hair bond	Role in hair healthy	How are they broken or damaged?
Disulfide Bond	Structure & Strength	Perming, Coloring, and Lightening
Salt Bond	Strength & Elasticity	Coloring & Lightening
Hydrogen Bond	Elasticity	Prone to breakage when the hair is wet

Joico's new Defy Damage ProSeries harnesses the power of three proven "hair heroes" along with intelligent SmartRelease Technology to protect and strengthen hair bonds before, during, and after every color and lightening service. It also works brilliantly as a stand-alone treatment to help rebuild, strengthen, and protect hair from the inside out.

**Q:** Does Defy Damage only *prevent* damage?

**A:** No, Defy Damage addresses existing damage as well as future damage.

**Q:** How does SmartRelease Technology work?

**A:** During product use, SmartRelease Liposomes are deposited onto hair strands. Over time, each SmartRelease Liposome bursts open to release Keratin, Arginine, and Rosehip Oil.

Keratin and Arginine penetrate the hair to repair damaged sites and strengthen hair, while Rosehip Oil adds softness and shine to the cuticle layer. The result: instantly 50% less breakage, and a continuous release of healthy-hair ingredients makes hair stronger and less prone to future damage.

**Q:** How do I use Defy Damage ProSeries 1 and 2 as a stand-alone treatment?

**A:** Spray onto dry hair (following the spraying tips from the hangtag). Then shampoo and follow with ProSeries 2. Leave in hair for up to 5 minutes, then rinse thoroughly. We recommend using the Defy Damage Protective Shield to blow-dry the hair after treatment for added protection.

**Q:** How long does the SmartRelease Technology continue to work in the hair?

**A:** Our lab testing shows SmartRelease liposomes remain active on the hair through three shampoos.

**Q:** Does the Defy Damage ProSeries replace the K-PAK Hair Repair System?

**A:** No, the ProSeries is for ultimate damage prevention and color perfection. The K-PAK Hair Repair System is formulated to treat moderate to severely damaged/compromised hair.

	Defy Damage	K-PAK®	K-PAK® Color Therapy™
<b>Who is it for?</b>	Stylists who want a simple solution to protect and strengthen hair before, during, and after chemical processing. Consumers who are concerned about all types of damage and want to take a daily, pro-active approach to prevent it.	Stylists treating clients with existing damage in need of repair. Consumers with moderate to severe damage.	Stylists who want to protect haircolor long-term and add shine and smoothness that strengthens hair's internal structure and reestablishes its B-Layer (outer lipidic layer).
<b>What's inside?</b>	Joico's exclusive SmartRelease technology, the highest concentration of bond-building Arginine, Moringa Seed Oil, and a Protective Lipid, for pro-active damage prevention that protects and strengthens inner and outer hair bonds.	The highest concentration of core technology, strongly based on our heritage of using keratin protein to strengthen hair precisely where and when it needs it.	QuadraBond Technology: a protective combination of Arginine, dual polymers, and African Manketti Oil that repairs and seals hair's cuticle for stunningly vibrant, lasting haircolor.
<b>When do I use it?</b>	Use every day as an ongoing defense system to prevent damage, and protect hair from chemical, environmental, styling, and UV exposure.	Use to repair damaged hair as needed.	For everyday haircolor preservation and protection.
<b>Timing</b>	ProSeries 1: seconds ProSeries 2: up to 5 minutes	20 minutes for the entire system	Luster Lock Instant Shine & Repair Treatment: up to 5 minutes

**Q:** Do I need to spray Defy Damage ProSeries 1 before a toner?

**A:** It is not necessary since you used ProSeries 1 before prelightening; the most damaging service.

**Q:** Can I use a cuticle sealer along with Defy Damage ProSeries 2?

**A:** It is not necessary to use a cuticle sealer with the ProSeries. ProSeries 2 balances pH for optimal bond regeneration and color protection, all without interfering with color deposit.

**Q:** Do the Defy Damage Protective Shampoo and Conditioner help with color longevity?

**A:** Yes, but for best results, we recommended using the Defy Damage Protective Shield in conjunction with the shampoo and conditioner.

**JOICO**  
the joi of healthy hair

## DEFY DAMAGE



see it. feel it. believe it.

JOICO.COM

Joico® Laboratories Los Angeles, CA 90042-0308 HAIR Joico Artistic Team  
COLOR Larisa Love PHOTO Hama Sanders J69118



# NEW

## DEFY DAMAGE



Protect all hair types from the ravaging effects of daily heat styling, UV exposure, and environmental pollution that lead to dry, dull, lackluster locks with Joico's NEW **Defy Damage** haircare system. This damage-defying breakthrough **helps protect and strengthen hair bonds** for a healthy-hair transformation you can instantly see and feel.

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

From salon to home and beyond, Defy Damage helps provide powerful protection against all sources of hair damage.



**Defy Damage ProSeries**  
bond protecting & color perfecting treatment

In two easy steps, the Defy Damage ProSeries helps protect and strengthen hair bonds—before, during, and after every chemical service— helping to ensure the healthiest-looking hair imaginable... and stunning results you have to see to believe:

- 80% less breakage\*
- 5X stronger hair\*
- Increased & more even lift\*\*
- Evens porosity for better color deposit
- Maintains over 90% of color vibrancy\*\*\*

\*Against combing breakage on damaged hair during heat styling; when using Defy Damage Shampoo and ProSeries 2 vs. a non-conditioning shampoo

\*\*When lightening

\*\*\*After 10 shampoos; when using Defy Damage Shampoo and ProSeries 2



**Defy Damage At-Home Care**  
bond strengthening & color longevity

With formulas that help protect strands every step of the way—cleansing, conditioning, weekly repair, daily care—Defy Damage's at-home care system covers you (literally) from start to finish:

- 80% less breakage\*
- 5X stronger hair\*
- Maintains over 90% of color vibrancy\*\*
- See results after very first use
- Leaves hair soft, with a healthy shine

\*Against combing breakage on damaged hair during heat styling; when using Defy Damage Shampoo and Masque vs. a non-conditioning shampoo

\*\*After 10 shampoos; when using Defy Damage Shampoo and Masque

## Damage Prevention and Color Perfection from start to finish.

### Defy Damage ProSeries



**Defy Damage ProSeries 1**  
Bond-Protecting Color Optimizer Spray

**Step 1:** An ultra-dry bond protector that instantly helps shield hair from chemical service damage, improves color deposit, and provides greater, more even lift when lightening. Professional use only.

- Just spray and go—no messy, complicated mixing or measuring!
- Higher concentration of SmartRelease Technology



**Defy Damage ProSeries 2**  
Bond-Strengthening Color Treatment

**Step 2:** An intensive treatment to help strengthen bonds and hydrate—for damage-resistant, healthy-looking hair in just one use. Professional use only.

- Regenerates bonds & strengthens hair
- Protects hair from mechanical, thermal, and environmental damage
- Higher concentration of SmartRelease Technology

### Defy Damage At-Home Care



**Defy Damage Protective Shampoo**  
for bond strengthening & color longevity

A rich, luxurious lather loaded with damage-preventing ingredients gently and swiftly sloughs away dirt, impurities, and buildup without roughing up the hair cuticle or stripping vibrant color. The result: shiny, smooth, clean strands that are wonderfully resilient and healthy-looking.

- Free of SLS/SLES (sodium lauryl/ sodium laureth) sulfates



**Defy Damage Protective Conditioner**  
for bond strengthening & color longevity

Replenishes moisture and builds resilience without weighing hair down, leaving strands soft, shiny, and healthy-looking after each use.

- Helps prevent daily damage & boost vital moisture



**Defy Damage Protective Masque**  
for bond strengthening & color longevity

This powerful at-home treatment goes deep to infuse hair with a brilliant, bond-strengthening defense system. The result? Less breakage; more protection from heat styling; and hair has instant softness and shine... the kind you can see and feel on contact.

- Helps to rebuild broken hair bonds
- Deeply replenishes hair without weighing it down



**Defy Damage Protective Shield**  
to guard against thermal and UV damage

A true damage defense hero against the harsh effects of daily styling and exposure to UV and environmental pollution! This protective shield helps prevent damage and guards against color fade for beautiful, vibrant, healthy-looking hair. Used prior to styling, hair is fortified inside and out.

- Makes hair 4X more resistant to breakage during heat styling\*
- Protects against color fade
- Leaves hair soft, shiny, and healthy-looking

\*Against combing breakage on clean damaged hair



### Let's Look Inside...

Cutting-edge technology, merged with powerful protectants, join forces to create hair that's brilliantly resilient and healthy-looking.

**Arginine**, a smart bonding molecule with both positive and negative sites, helps to strengthen hair bonds and encourage bond renewal.

**Protective Lipid**—the exact kind found in healthy hair—acts as a first line of defense to help prevent thermal, chemical, styling, and UV damage. Results are visible with the very first application.

**Moringa Seed Oil**, a rich source of antioxidants, Vitamins A and E, Zinc, and Silica—all fundamental to creating healthy, strong, damage-resistant hair—helps to boost shine and softness.

**NEW SmartRelease Technology**, our one-of-a-kind liposome delivery system, packs a punch by continuously releasing a trifecta of healthy-hair ingredients—Rosehip Oil, Arginine, and Keratin—to help repair, strengthen, and protect hair from the cumulative effects of daily styling and wear. The Defy Damage ProSeries contains a higher concentration of SmartRelease Technology.

### Perfect when:

- You want stronger, healthier hair but don't want to sacrifice your color or style
- You want greater & more even lift with lightening
- You want haircolor to last and stay vibrant
- You want soft, shiny, healthy, resilient hair