

JOICO
the **joi** of healthy hair

DEFY DAMAGE®

**GET 5X STRONGER*
HAIR IN ONE USE!**

NEW! **KBOND20**
POWER MASQUE

What do you get when you combine a legacy of hair repair and the power of damage control in a single, extraordinary product?

Meet **KBOND20**, the super-charged masque from **Defy Damage**... Joico's brand-new, bond-building treatment that doubles down on technology for 5x stronger* hair.



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

Our most powerful bond builder in the Defy Damage collection, this strength-building masque delivers transformative results in a single treatment.

- 5x stronger* hair in one use
- Builds & protects bonds**
- Rich hydration
- Instantly detangles
- Normalizes pH
- Color-safe
- Animal test-free

Let's Look Inside

KBOND20

K-PAK KERATIN TECHNOLOGY
Joico's legacy of strength and resilience.

1 PROTECTIVE LIPID
Acts as a first line of defense against pollution†.

18 ESSENTIAL AMINO ACIDS, including Arginine, found naturally in healthy hair.

1 MORINGA SEED OIL
An antioxidant rich in Vitamins A and E, plus Silica.

*Against combing breakage on damaged hair during heat styling **Protects hair from mechanical, thermal, and environmental damage †Tested in a lab using pollution particles

DEFY DAMAGE®

Now Let's Use It

Our powerhouse of a masque springs into action whenever hair requires a little extra TLC. Use it 1 – 2x a week or as needed. Cleanse hair with Defy Damage Protective Shampoo. Apply KBOND20 to damp hair. Leave in 2-5 minutes. Rinse.

FAQs

Q: Who is KBOND20 for?

A: KBOND20 is designed for clients with damaged hair that needs strength, bond protection, and rebuilding.

Q: How often should I use KBOND20?

A: You should use it whenever your hair feels like it needs extra care. For example, if you notice rough ends or fragility when detangling.

Q: How do I use KBOND20?

A: Apply KBOND20 to clean, damp hair. Leave it on for 2-5 minutes and then rinse thoroughly, avoiding the root area. You can skip using conditioner.

Q: Is KBOND20 cruelty-free?

A: KBOND20 is PETA certified animal test-free, like all Joico products.

Q: What will my hair feel like after using KBOND20?

A: You can expect your hair to feel soft, silky, strong, and look shiny.

Q: How long will it take to see the benefits of using KBOND20?

A: You will notice the benefits after just one use.

Q: Can I leave KBOND20 in my hair?

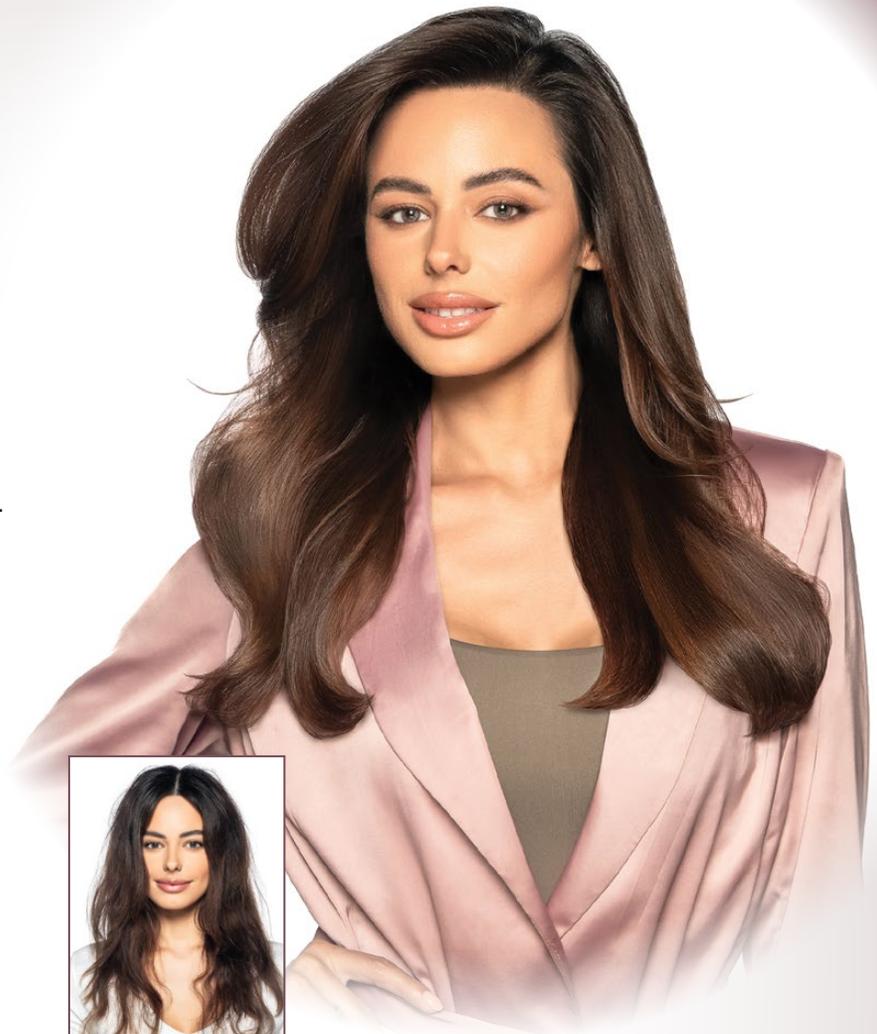
A: No, it is a rinse-out treatment.

Q: Do the benefits of KBOND20 wash away with rinsing?

A: No, the benefits of KBOND20 remain after rinsing.

Q: What is the pH of this treatment?

A: The pH of KBOND20 is 3.5 to 4.5.



Q: Can I use KBOND20 after chemical services?

A: Yes, KBOND20 can be used after chemical services.

Q: What does the “20” in KBOND20 stand for?

A: The “20” in KBOND20 represents a combination of 18 amino acids found naturally in hair, plus moringa seed oil, and our protective lipid for improved surface feel.

Q: Is KBOND20 a combination of K-PAK Reconstructor and Defy Damage bond-building technology?

A: This power masque combines the keratin used in K-PAK with the bond-building technology of Defy Damage.

Q: Does KBOND20 contain SmartRelease® technology?

A: Yes, KBOND20 contains SmartRelease technology.

Q: What shampoo do I use with KBOND20?

A: KBOND20 pairs well with Defy Damage Protective Shampoo or K-PAK Reconstructing Shampoo.