



JOICO50
the joi of healthy hair

**REDEFINING HEALTHY HAIR.
SINCE FOREVER.**

**EXCLUSIVE
OPENING OFFERS
FOR
SOLE OPERATORS**

NEW ZEALAND

ISSUED MAY 2025



SAVE
55%
OFF LIST

JOICO COLOUR SAMPLER

Purchase the Colour Sampler @ 55% Discount on list
& receive complimentary items:

PURCHASE:

- 18 Colour Tubes or Demis of your choice*
- 2 Developer Litres of your choice

PLUS RECEIVE:

- 1 JOICO Cape
- 1 JOICO Apron
- 1 Modular Tint Bowl
- 1 Wide Tint Brush

PLUS TRAINING VALUED AT \$400



(NOT ALL SHADES AVAILABLE)



*CHOOSE FROM VERO, LUMISHINE, LUMI10 & COLOR INTENSITY SHADES



2 FREE
GIFT BAGS
WITH PURCHASE OF
ALL 3 OFFERS

SALON COST		\$296.38**	EX GST
FULL VALUE		\$658.62	(EXCLUDING FREE)
SAVE		\$362.24 (55%) + FREE ITEMS VALUED \$64.49	

TERMS		OPEN TO NEW SOLE OPERATORS ONLY + SUBJECT TO CHANGE + MULTIPLE DEALS NOT AVAILABLE + ONLY ONE COLOUR SAMPLER OFFER PER CLIENT + UP TO 5 ADDITIONAL COLOUR TUBES AVAILABLE AT DEAL DISCOUNT FOR FIRST ORDER ONLY **AVERAGE COST PRICE ACROSS ALL SHADES IS SHOWN AS AN EXAMPLE ONLY. PRICE IS DEPENDENT ON CHOICE OF COLOUR TUBES.
CODE		JSOCOL18



SAVE
45%
OFF LIST

JOICO
BLONDE LIFE PRO
ADD-ON

Purchase this **ADD-ON** to the Colour Sampler @ **45% Discount** on list & receive complimentary items:

PURCHASE:

- 1 Blonde Life Lightening Powder, 907g
- 2 Blonde Life Demi Gloss, 60ml shades of choice
- 2 Blonde Life Coconut Developer Litres of choice

PLUS RECEIVE:

- 4 Blonde Life Silver Lightener Foil Sachets, 42.5g



2 FREE
GIFT BAGS
WITH PURCHASE OF
ALL 3 OFFERS

SALON COST		\$139.05	EX GST
FULL VALUE		\$252.81	(EXCLUDING FREE)
SAVE		\$113.76 (45%)	+ FREE ITEMS VALUED \$30.00

TERMS		OPEN ONLY TO SOLE OPERATORS WHO HAVE PURCHASED COLOUR SAMPLER + SUBJECT TO CHANGE + MULTIPLE DEALS NOT AVAILABLE + ONLY ONE BLONDE LIFE PRO ADD-ON OFFER PER CLIENT
CODE		UP TO 3 ADDITIONAL DEMI GLOSS SHADES AVAILABLE AT DEAL DISCOUNT FOR FIRST ORDER ONLY JSOBLPRO



SAVE
45%
OFF LIST

JOICO
BACKBAR
ADD-ON

Purchase this **ADD-ON** to the **Colour Sampler** @ **45% Discount** on list & receive complimentary items:

PURCHASE:

- 2 Shampoo/Conditioner Litres of choice (1 of each)
- 1 KBOND20 Power Masque, 500ml

PLUS RECEIVE:

- 1 Defy Damage In A Flash, 200ml
- 3 KBOND20 Foil Sachets, 10ml
- 2 Litre Pumps



2 FREE
GIFT BAGS
WITH PURCHASE OF
ALL 3 OFFERS

SALON COST		\$103.95**	EX GST
FULL VALUE		\$189.00	(EXCLUDING FREE)
SAVE		\$85.05 (45%) + FREE ITEMS VALUED \$42.00	

TERMS		OPEN ONLY TO SOLE OPERATORS WHO HAVE PURCHASED COLOUR SAMPLER + SUBJECT TO CHANGE + MULTIPLE DEALS NOT AVAILABLE + ONLY ONE BACKBAR ADD-ON OFFER PER CLIENT
CODE		JSOBBAR

**AVERAGE COST PRICE IS SHOWN AS AN EXAMPLE ONLY. PRICE IS DEPENDENT ON CHOICE OF LITRES.

JOICO

RECEIVE 2 JOICO GIFT BAGS

VALUED OVER \$170 RRP EACH WITH
PURCHASE OF ALL 3 OFFERS



COLOUR
SAMPLER



BLONDE LIFE PRO
ADD-ON



BACK BAR
ADD-ON

3 OFFERS TOTAL INVESTMENT: **\$539.37** EX GST