



Season's
Greetings

SABRE
HAIRCARE

AUSTRALIA PROMOTIONS
OCTOBER - DECEMBER 2025



JOICO

JOICO 50
the joi of healthy hair



REDEFINING HEALTHY HAIR.
SINCE FOREVER.

NEW!
**MOISTURE
RECOVERY™**
**24HR
MOISTURE
RECHARGE**

Give thirsty hair the
moisture it craves



SABRE
HAIRCARE

AUSTRALIA
OCTOBER 2025

  @joicoaustralianz
@sabre_haircare

Give thirsty hair the moisture it craves

When thick, coarse, dehydrated hair needs an extra boost, **24Hr Moisture Recharge** dives deep to deliver **all-day moisture**. This leave-in **instantly detangles** and **nourishes** hair—leaving parched strands feeling **soft, smooth, silky, & protected** from frizz.

- Instant, all-day moisture
- Leaves hair 88% smoother* and 46% softer**
- Reduces detangling time
- Formulated with Olive Ester & Sea Kelp

*vs. untreated hair

**vs. untreated damaged hair

† with each use

‡ vs. untreated hair, high humidity conditions

2999598

MOISTURE RECOVERY 24HR MOISTURE RECHARGE, 200ML

List \$31.35 inc gst

RRP \$45.95



ALL THE WAYS TO RECHARGE



**SALONS
ONLY**

**35%
OFF LIST**

NEW!



MOISTURE RECOVERY SALON TRIAL OFFER

Buy **3 NEW MOISTURE RECOVERY
24HR MOISTURE RECHARGE**

@ **35% Discount** & receive:

- 5 Moisture Recovery 24HR Moisture Recharge Leave-In Sample Sachets, 15ml**
- 2 Mirror Clings (non-adhesive)**
- 4 Client Postcards**



Client Postcard / 761115



A5 Mirror Clings / 761114

PROMO LIST	 \$61.13 INC GST
REGULAR LIST	\$94.05 INC GST
YOU SAVE	\$32.92 INC GST + FREE ITEMS
FULL RRP	\$137.85
SALON MARGIN	56%

TERMS	OPEN TO SALONS ONLY + NORMAL TRADING TERMS DO NOT APPLY +
	+ SUBJECT TO CHANGE + WHILE STOCKS LAST
	+ 3 DEALS PERMITTED PER CUSTOMER ONLY
CODE/S	JMR3OCT25

OPEN
TO ALL

40%
OFF LIST

NEW!



MOISTURE RECOVERY TOP-UP OFFER

Buy **3** OF EACH MOISTURE RECOVERY
RETAIL PRODUCTS (12 TOTAL)

@ **40% Discount** & receive:

- 10 Moisture Recovery 24HR Moisture Recharge Leave-In Sample Sachets, 15ml
- 4 Mirror Clings (non-adhesive)
- 6 Client Postcards



Client Postcard / 761115



A5 Mirror Clings / 761114

PROMO LIST		\$194.97 INC GST
REGULAR LIST		\$324.95 INC GST
YOU SAVE		\$129.98 INC GST + FREE ITEMS
FULL RRP		\$503.40
SALON MARGIN		61%

TERMS		OPEN TOALL + NORMAL TRADING TERMS DO NOT APPLY +
CODE/S		+ MULTIPLE DEALS AVAILABLE + SUBJECT TO CHANGE + WHILE STOCKS LAST
		JMR12OCT25

SCALP VITALITY®

PRODUCT
IMAGES



**JOICO
SCALP VITALITY
REFRESHING SHAMPOO
300ML**

List \$26.50 inc gst

RRP \$41.95 inc gst

2988073

**JOICO
SCALP VITALITY
EXFOLIATING FOAMING SCRUB
177ML**

List \$26.50 inc gst

RRP \$41.95 inc gst

2988075

**JOICO
SCALP VITALITY
REPLENISHING ESSENCE
100ML**

List \$27.76 inc gst

RRP \$43.95 inc gst

2988074

PRICE GUIDE FOR ADD-ON

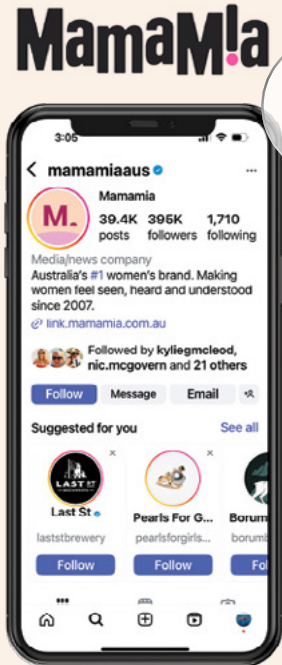
**JOICO 3 STEP SCALP VITALITY
IN-SALON SERVICE: \$50-\$60**

(consider time you allocate, massage inclusions
& your current salon price positioning)



Mamamia Digital Platforms

Our bookings alone will reach over
300,000 Aussie Women



CLICK
HERE TO
VIEW

Mamamia's Instagram has
395K+ followers and reaches over
2 million people monthly.

Other Digital Platforms

Media Editorial coverage
& Advertising



Social Media Competitions

Held locally on @joicoaustralians



JOICO OZ/NZ
INSTAGRAM

Sampling

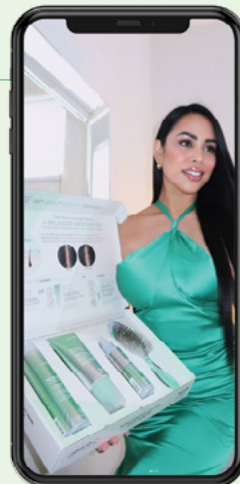
Trio Foil Sachets



INFLUENCER PROGRAM

Product Collaboration Partners

30+
LOCAL
SOCIAL MEDIA
INFLUENCERS



**SALONS
ONLY**

**20%
OFF LIST**

**OCTOBER
ONLY**



SCALP VITALITY DISCOVERY PACKAGE

Buy **ALL 3 NEW SCALP VITALITY PRODUCTS (1 OF EACH)**

@ **20% Discount** & receive:

- 1 Scalp Stimulating Brush
- 2 Trio Foil Sachets, 27mls
- 4 Client Postcards



**WHILE
STOCKS
LAST**



Client Postcard / 761110



Trio Foil / 2988076

PROMO LIST		\$65.00 INC GST
REGULAR LIST		\$80.76 INC GST
YOU SAVE		\$15.76 INC GST + FREE ITEMS
FULL RRP		\$127.85
SALON MARGIN		49%

TERMS		OPEN TO SALONS ONLY + NORMAL TRADING TERMS DO NOT APPLY +
CODE/S		+ MULTIPLE DEALS AVAILABLE + SUBJECT TO CHANGE + WHILE STOCKS LAST JSVDAUG25

**SALONS
ONLY**

**30%
OFF LIST**

**OCTOBER
ONLY**



SCALP VITALITY ESSENTIALS PACK



**WHILE
STOCKS
LAST**



A5 Mirror Clings / 761111



Trio Foil / 2988076



Shelf Strip / 761112



Client Postcard / 761110

Buy **6 NEW SCALP VITALITY PRODUCTS (2 OF EACH)**

@ **30% Discount** & receive:

- 2 Scalp Stimulating Brushes**
- 3 Trio Foil Sachets, 27mls**
- 6 Client Postcards**
- 1 Mirror Cling Set (2)**
- 1 Shelf Strip**

PROMO LIST	 \$113.07 INC GST
REGULAR LIST	\$161.52 INC GST
YOU SAVE	\$48.46 INC GST + FREE ITEMS
FULL RRP	\$255.70
SALON MARGIN	56%

TERMS | **OPEN TO SALONS ONLY** + NORMAL TRADING TERMS **DO NOT** APPLY +
CODE/S | + MULTIPLE DEALS AVAILABLE + SUBJECT TO CHANGE + WHILE STOCKS LAST
JSVEAUG25

**SALONS
ONLY**

**35%
OFF LIST**

**OCTOBER
ONLY**



SCALP VITALITY VALUE BUNDLE



**WHILE
STOCKS
LAST**



A5 Mirror Clings / 761111



Trio Foil / 2988076



Shelf Strip / 761112



Client Postcard / 761110

Buy **12 NEW SCALP VITALITY PRODUCTS (4 OF EACH)**

@ **35% Discount** & receive:

- 4 Scalp Stimulating Brushes**
- 4 Trio Foil Sachets, 27mls**
- 8 Client Postcards**
- 1 Mirror Cling Set (2)**
- 1 Shelf Strip**

PROMO LIST	 \$209.98 INC GST
REGULAR LIST	\$323.05 INC GST
YOU SAVE	\$113.07 INC GST + FREE ITEMS
FULL RRP	\$511.40
SALON MARGIN	59%

TERMS | **OPEN TO SALONS ONLY** + NORMAL TRADING TERMS **DO NOT** APPLY +
CODE/S | + MULTIPLE DEALS AVAILABLE + SUBJECT TO CHANGE + WHILE STOCKS LAST
JSVAUG25

RETAILERS
& ONLINE

35%
OFF LIST

OCTOBER
ONLY



SCALP VITALITY VALUE BUNDLE

Buy **12 NEW SCALP VITALITY PRODUCTS (4 OF EACH)**
@ **35% Discount** & receive:

- 8 Client Postcards
- 1 Mirror Cling Set (2)
- 1 Shelf Strip



A5 Mirror Clings / 76111



Shelf Strip / 76112



Client Postcard / 76110



PROMO LIST	 \$209.98 INC GST
REGULAR LIST	\$323.05 INC GST
YOU SAVE	\$113.07 INC GST + FREE ITEMS
FULL RRP	\$511.40
SALON MARGIN	59%

TERMS | **OPEN TO RETAILERS & ONLINE** + NORMAL TRADING TERMS **DO NOT** APPLY +
CODE/S | + MULTIPLE DEALS AVAILABLE + SUBJECT TO CHANGE + WHILE STOCKS LAST
JSVRAUG25

PURCHASE
SCALP VITALITY
& YOU COULD

WIN!

PARLUX ETHOS
HAIR-DRYER

WORTH \$595 EACH!

TERMS &
CONDITIONS



5

TO BE WON

parlux
ETHOS®
AIR IONIZER TECH

*INDIVIDUAL COLOUR SELECTION IS NOT AVAILABLE AND SUBJECT TO STOCK AVAILABILITY.

JOICO⁵⁰
the joi of healthy hair



REDEFINING HEALTHY HAIR.
SINCE FOREVER.

COMING SOON



NEW!
**DREAM
BLOWOUT
GLASS™**
72HR FRIZZ FIGHTER

LIST		\$32.66 INC GST
RRP		\$49.95



THE 12 GIFTS OF XMAS

AUSTRALIA

**CHRISTMAS GIFTING
2025**



DEFY DAMAGE
LIST: \$27.48
RRP: \$54.95



K-PAK
LIST: \$27.48
RRP: \$54.95



K-PAK COLOR THERAPY
LIST: \$27.48
RRP: \$54.95



BLONDE LIFE
LIST: \$27.48
RRP: \$54.95



COLORFUL
LIST: \$27.48
RRP: \$54.95



MOISTURE RECOVERY
LIST: \$27.48
RRP: \$54.95



HYDRA SPLASH
LIST: \$27.48
RRP: \$54.95



JOIFULL
LIST: \$27.48
RRP: \$54.95



YOUTH LOCK
LIST: \$29.98
RRP: \$59.95



INNERJOI HYDRATE
LIST: \$29.98
RRP: \$59.95



INNERJOI STRENGTHEN
LIST: \$29.98
RRP: \$59.95



INNERJOI PRESERVE
LIST: \$29.98
RRP: \$59.95



**JOICO
DEFY DAMAGE
TRIO**
2897922

LIST: \$37.48 INC GST
RRP: \$74.95
CONSUMER SAVES 38%



**JOICO
K-PAK COLOR THERAPY
TRIO**
2897920

LIST: \$37.48 INC GST
RRP: \$74.95
CONSUMER SAVES 37%



**JOICO
K-PAK
TRIO**
2897919

LIST: \$34.98 INC GST
RRP: \$69.95
CONSUMER SAVES 43%



**JOICO
YOUTH LOCK
TRIO**
2898587

LIST: \$37.48 INC GST
RRP: \$74.95
CONSUMER SAVES 40%



**JOICO
MOISTURE RECOVERY
TRIO**
2897921

LIST: \$34.98 INC GST
RRP: \$69.95
CONSUMER SAVES 43%



**JOICO
INNERJOI HYDRATE
TRIO**
2967960

LIST: \$41.97 INC GST
RRP: \$69.95
CONSUMER SAVES 49%



**JOICO
INNERJOI STRENGTHEN
TRIO**
2969305

LIST: \$41.97 INC GST
RRP: \$69.95
CONSUMER SAVES 50%



**JOICO
INNERJOI PRESERVE
TRIO**
2967959

LIST: \$41.97 INC GST
RRP: \$69.95
CONSUMER SAVES 49%

BESPOKE GIFT BAGS



JOICO K-PAK COLOR THERAPY GIFT BAG

2897929 LIST: \$49.98 INC GST RRP: \$99.95 CONSUMER SAVES 43%



JOICO DEFY DAMAGE GIFT BAG

2897460 LIST: \$49.98 INC GST RRP: \$99.95 CONSUMER SAVES 44%



JOICO K-PAK COLOR THERAPY GIFT BAG

2833297 LIST: \$44.98 INC GST RRP: \$89.95 CONSUMER SAVES 49%



JOICO DEFY DAMAGE GIFT BAG

2833296 LIST: \$44.98 INC GST RRP: \$89.95 CONSUMER SAVES 50%



JOICO COLORFUL GIFT BAG

2803936 LIST: \$41.47 INC GST RRP: \$82.95 CONSUMER SAVES 40%



JOICO K-PAK GIFT BAG

2890795 LIST: \$44.98 INC GST RRP: \$89.95 CONSUMER SAVES 41%



JOICO MOISTURE RECOVERY GIFT BAG

2892966 LIST: \$44.98 INC GST RRP: \$89.95 CONSUMER SAVES 41%

**SALON
ONLY**

AUSTRALIA / OCTOBER - DECEMBER 2025

JOICO
the joi of healthy hair



*Strictly limited
while stocks
last!*



JOICO RETAIL / SALON EXCLUSIVE

Buy any **12** Joico Care or Styling products of your choice & receive:

- 2 Joico LIMITED RELEASE Combs**
- 1 Defy Damage Shampoo, 50ml**
- 1 Defy Damage Conditioner, 50ml**
- 5 Defy Damage KBOND20 Foil Sachet, 10ml**

Buy any **18** Joico Care or Styling products of your choice & receive:

- 4 Joico LIMITED RELEASE Combs**
- 2 Defy Damage Shampoos, 50ml**
- 2 Defy Damage Conditioners, 50ml**
- 1 Defy Damage KBOND20, 150ml**

TERMS

OPEN TO SALONS ONLY + NORMAL TRADING TERMS APPLY + MULTIPLE DEALS AVAILABLE + WHILE STOCKS LAST + SUBJECT TO CHANGE + OFFER ONLY AVAILABLE FOR INDIVIDUAL RETAIL SIZE PRODUCTS

CODE/S

JR12OCT25, JR18OCT25



RETAILER
ONLY

AUSTRALIA / OCTOBER - DECEMBER 2025

JOICO 50
the joi of healthy hair



JOICO RETAIL / ONLINE EXCLUSIVE

Buy any **18** Joico Care or Styling products
of your choice & receive:

1 InnerJoi Hydrate
Trio Gift Pack



Valued at \$138 ^{RRP}

TERMS

OPEN TO RETAILERS & ONLINE + NORMAL TRADING TERMS APPLY + MULTIPLE DEALS AVAILABLE
+ WHILE STOCKS LAST + SUBJECT TO CHANGE

CODE/S

JRO18OCT25



SALON ONLY

BLONDE LIFE SALON GUIDE



Item code: 761098



AUSTRALIA / OCTOBER - DECEMBER 2025

JOICO
the joy of healthy hair



JOICO COLOUR DEAL 1

Buy any **30** tubes of Vero/Blonde Life/Lumishine & receive:

- 1 Blonde Life Demi Gloss shade of choice**
- 2 Blonde Life Silverlight Lightening Powder Sachets, 42g**
- 1 Blonde Life Detangler, 200ml**
- 1 Joico LIMITED RELEASE Bamboo Brush**

Buy any **48** tubes of Vero/Blonde Life/Lumishine & receive:

- 2 Blonde Life Demi Gloss shades of choice**
- 1 Blonde Life Silverlight Lightening Powder, 454g**
- 1 Blonde Life Detangler, 200ml**
- 1 Joico LIMITED RELEASE Bamboo Brush**

Buy any **72** tubes of Vero/Blonde Life/Lumishine & receive:

- 4 Blonde Life Demi Gloss shades of choice**
- 1 Blonde Life Silverlight Lightening Powder, 454g**
- 1 Blonde Life Inspiration Tool – stock is strictly limited**
- 2 Joico LIMITED RELEASE Bamboo Brush**

TERMS

OPEN TO SALONS ONLY + NORMAL TRADING TERMS APPLY + MULTIPLE DEALS AVAILABLE
+ WHILE STOCKS LAST + SUBJECT TO CHANGE

CODE/S

J30C10CT25, J48C10CT25, J72C10CT25



**SALON
ONLY**



Joico Banners 1350 x 900cm



AUSTRALIA / OCTOBER - DECEMBER 2025

JOICO
the joy of healthy hair



JOICO COLOUR DEAL 2

Buy any **30** tubes of Vero/Blonde Life/Lumishine & receive:

- 2 Colour tubes of choice**
- 1 Joico Cape**
- 3 K-PAK Color Therapy Luster Lock Treatment, 50ml Minis**

Buy any **48** tubes of Vero/Blonde Life/Lumishine & receive:

- 3 Colour tubes of choice**
- 1 Joico Apron**
- 1 K-PAK Color Therapy Trio Set**

Buy any **72** tubes of Vero/Blonde Life/Lumishine & receive:

- 4 Colour tubes of choice**
- 2 Joico Aprons**
- 1 K-PAK Color Therapy Gift Bag**
- 1 Joico LIMITED EDITION Silk Banner of your choice***

*Choose from:

761094 Joico Blonde Banner

761093 Joico Brunette Banner

TERMS | OPEN TO SALONS ONLY + NORMAL TRADING TERMS APPLY + MULTIPLE DEALS AVAILABLE
+ WHILE STOCKS LAST + SUBJECT TO CHANGE
CODE/S | J30C20CT25, J48C20CT25, J72C20CT25



SALON
ONLY



AUSTRALIA / OCTOBER - DECEMBER 2025

JOICO
the joi of healthy hair



JOICO COLOUR DEAL 3

Buy any **30** tubes of Vero/Blonde Life/Lumishine & receive:

- 2 Colour tubes of choice**
- 1 Developer of choice, 1L**

Buy any **48** tubes of Vero/Blonde Life/Lumishine & receive:

- 3 Colour tubes of choice**
- 1 Defy Damage Detox Shampoo, 1L**
- 1 Litre Pump**

Buy any **72** tubes of Vero/Blonde Life/Lumishine & receive:

- 4 Colour tubes of choice**
- 2 Developer of choice, 1L**
- 2 Foil Me Original Wide Foils, 500 sheets**

TERMS | OPEN TO SALONS ONLY + NORMAL TRADING TERMS APPLY + MULTIPLE DEALS AVAILABLE
+ WHILE STOCKS LAST + SUBJECT TO CHANGE
CODE/S | J30C30CT25, J48C30CT25, J72C30CT25





ACTYVA

MODEL: ACTYVA





Limited Stock

PRODUCT
IMAGE



nutrizione GIFTING

GIFT PACK

**NUTRIZIONE
SHAMPOO & CONDITIONER DUO**
LIGHT NUTRITION FOR DRY HAIR

1 X SHAMPOO, 250ML
1 X CONDITIONER, 200ML

LIST | **\$35.43** INC GST

PROMO RRP | **\$64.95**

SALON MARGIN | **45%**

CONSUMER SAVES | **24%**

FULL VALUE | **\$85.90**

TERMS | OPEN TO ALL + NORMAL TRADING TERMS **DO NOT** APPLY
+ SUBJECT TO CHANGE + CORRECT AT TIME OF PRINTING + WHILE STOCKS LAST

CODE | 271913

*Available
Mid-October!*

SALON
ONLY

AUSTRALIA / OCTOBER - DECEMBER 2025

ACTYVA



ACTYVA

Buy any **3** assorted ACTYVA Retail Products & receive:

1 Bellessere
Body Butter, 30ml



TERMS

| OPEN TO SALONS ONLY + NORMAL TRADING TERMS APPLY + MULTIPLE DEALS AVAILABLE
+ SUBJECT TO CHANGE + WHILE STOCKS LAST

CODE/S

| **ACT3OCT25**



HANZ
DE
FUKO

AUSTRALIA / OCTOBER - DECEMBER 2025

HANZ
DE
FUKO

OPEN TO
SALON &
RETAILERS



HDF

Buy any **6** Hanz De Fuko products & receive:

1 Hanz de Fuko
Styler of choice

NATURAL INGREDIENTS



CASTOR SEED OIL
Moisturizes the scalp.



JOJOBA OIL
Keeps skin calm and comfortable.



MALLOW FLOWER
Boosts blood circulation to scalp.



EUCALYPTUS
Stimulates hair follicles.

TERMS

CODE/S

| OPEN TO SALONS & RETAILERS ONLY + NORMAL TRADING TERMS DO NOT APPLY
+ MULTIPLE DEALS AVAILABLE + SUBJECT TO CHANGE + WHILE STOCKS LAST
| **HDF6OCT25**



FUDGE 
PROFESSIONAL



OPEN
TO ALL

AUSTRALIA / OCTOBER - DECEMBER 2025

FUDGE
PROFESSIONAL



FUDGE RETAIL - STYLING + CARE

Buy any **6** Retail products & receive:

1 Fudge Care or
Styling of Choice

TERMS

CODE/S

| OPEN TO ALL + NORMAL TRADING TERMS APPLY + MULTIPLE DEALS AVAILABLE
+ WHILE STOCKS LAST + SUBJECT TO CHANGE + RETAIL SIZE ONLY - EXCLUDES DUOS
| **FR6OCT25**