

NEW

JOICO
the **joi** of healthy hair

DREAM BLOWOUT
THERMAL PROTECTION CRÈME

DREAM
BLOWOUTS
DO COME TRUE

Get the blowout of your dreams with **NEW Joico Dream Blowout**—our one-and-done blow-drying solution that saves major time, shields hair from thermal damage, protects your 'do against humidity, and fights frizz. Watch your hair become luxuriously soft and smooth and beam with dreamy shine.

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

Get a long-lasting blowout that feels clean and nourished.

- Provides heat protection up to 450°F (232°C)
- Reduces breakage by over 75%*
- Controls frizz and static
- Up to 50% faster drying time
- Long-lasting results, with protection against humidity

Now Let's Use It...

Directions: Apply throughout towel-dried hair and blow-dry.

Cool Tip: Rub a small amount of Dream Blowout into dry hair to calm flyaways and seal ends.



Let's Look Inside...

Moisturizing exotic oils and protective technology change blow-drying as you know it.

Manketti Nut Oil is packed with Vitamins E and A and linoleic acid. It helps to lock in moisture and provide strength, softness, and shine.

Safflower Seed Oil is a rich source of Vitamin E, antioxidants, and essential fatty acids that help protect, nourish, and hydrate hair.

Arginine is a naturally occurring amino acid crucial to hair's strength. Products that include Arginine help protect hair and rebuild it from the inside out.

FAQ

Q: Does Dream Blowout provide hold?

A: No, but it will provide style memory to help keep blowouts from collapsing.

Q: What hair types is Dream Blowout recommended for?

A: Dream Blowout is recommended for all hair types, including extension hair.

*Against combing breakage on damaged hair vs. a non-conditioning shampoo