

ISSUE 13 | 2016

**joi**  
MAGAZINE  
FROM JOICO

The  
Feel  
Good  
Factor

COLOR POP!

**Bold, bright,**

*beautiful*

Sunlight  
in your hair

SPINE

- Welcome
- Velkommen
- Welkom
- Bienvenue
- Willkommen
- Benvenuto
- Bemvinda
- Bienvenido
- Välkommen

# Welcome

If there's ever a time to embrace color, it's now. 2016 is shaping up to be a spectacular year of color. From the bold brights on the catwalks to the stunning new trends in hair coloring, it's all about radiant, vibrant tones that place you firmly in the spotlight.

The launch of our new color line LumiShine™ couldn't have come at a better moment. Both colorists and clients absolutely love this unique new product and its amazing shine factor. At the heart of the LumiShine™ concept is our JOI-ful approach. We want everyone to experience the JOI of healthy color. And that's why every line of the JOIcolor System is formulated to leave hair literally glowing with health.

The color theme continues in our trailblazing new Unison collection. It's the first collaboration between Sue Pemberton and Jeremy Davies-Barbala, and the outcome is just stunning. Inspired by the graphic, clean lines of the Bauhaus movement, this is a collection that breaks new ground.

Meanwhile, our education programs continue to wow the crowds across the globe. And looking at the news from our partners, it's clear that you are all brimming with talent and inspiration. So here's to a hugely successful 2016!



**Eric Kater**  
VICE PRESIDENT OF JOICO ZOTOS EUROPE

Have you seen our quarterly online magazine? Simply visit [www.joicoeurope-magazine.com](http://www.joicoeurope-magazine.com) or you can click through to it from our website, [www.joicoeurope.com](http://www.joicoeurope.com)

## THE PEOPLE OF JOICO



**Sue Pemberton, USA**  
JOICO Vero K-Pak Color International Artistic Director



**JOICO EUROPEAN DESIGN TEAM**  
**Gianni Scumaci, UK**  
JOICO Vision Director



**David Murray, Ireland**



**Gill Berry, UK**



**Kate Cunningham, UK**



**Ian Davies, UK**



**Susanne Krapf, Germany**



**Lewis Moore, UK**



**Ryan Nicoletti-Dowd, UK**



**JOICO CELEBRITY ARTISTS AND SPOKESPERSONS**  
**Paul Norton, USA**



**Denis de Souza, USA**



**JOICO AMBASSADOR FOR GERMANY**  
**Max Höhn, Germany**

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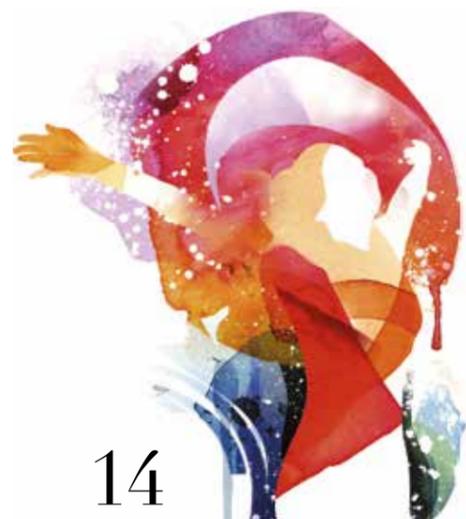
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Editor **Anna Westermann**  
Art Director **Andy Becker**  
JOICO Editors: **Kirsten Thijssen** and **Jüri Coenraad**

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Photography: Anna Osk

EMAIL [info@joicoeurope.com](mailto:info@joicoeurope.com)

WEBSITE [www.joicoeurope.com](http://www.joicoeurope.com)

FACEBOOK [facebook.com/joicoeurope](https://facebook.com/joicoeurope)

INSTAGRAM @joicoeurope #joicoeurope



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# reporter

JOICO NEWS FROM AROUND THE WORLD



## United Kingdom

### RYAN NICOLETTI-DOWD

With 22 years experience in the industry, Ryan has amassed a great wealth of knowledge and skill. And as Vision Director and Owner of WIGG Hairdressing, he has continued to develop his signature hairdressing style to perfection. This has never been more evident than in his 2015 collection. Color, texture and technique combine in a striking celebration of creativity. This is signature style at its best.

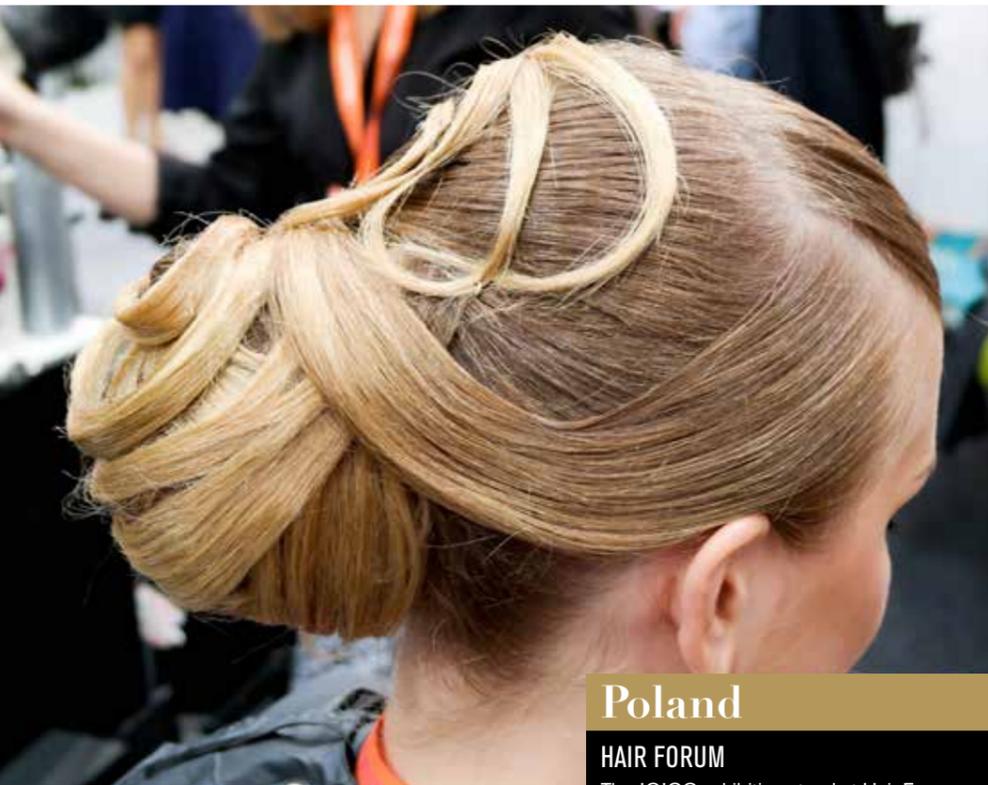
Hair: **Ryan Nicoletti-Dowd @ WIGG**

Photographer: **Stuart Weston**

Make-Up Artist: **Paddy**

Stylist: **Ryan Nicoletti-Dowd**





## Poland

### HAIR FORUM

The JOICO exhibition stand at Hair Forum 2015 was the place to be. The stand attracted hair professionals from all across Poland, offering invaluable advice and updates. To top it all off, the Artistic Team put on a spectacular stage show, demonstrating the styling of buns and braids using JOICO products.

## Italy

### WATCH AND LEARN

Not one but two stand-out training events... Stylists in Portoroz were treated to an action-packed demonstration with Annamara Tumbiolo, National Technical Manager and Daniel Granger, JOICO European Design Team. Ian Davies, also from the JOICO European Design Team, led a two-day training session in Pescara, showcasing the inspirational Prism trend collection.

## Sweden

### ARI KOPONEN STYLE COLLECTION

A fresh, modern take on men's hairdressing from Ari Koponen. With a focus on texture and movement, these looks add a new edge to male styling.

Hair: Ari Koponen  
Color: Cecilia Nygren  
Photographer: Anna Osk  
Make-Up Artist: Lydia Sandrén  
Brands: JOICO



## Share Your Style

Loving your new JOICO look? Tag it and share it! Whether you're a stylist or a client, we want to see your hairstyles created with JOICO color and/or styling products. Share by using #joicoeurope on Instagram or by tagging us on Facebook. Facebook: JOICO Europe Instagram: @joicoeurope



## South Africa



### COMPETITION WINNER

Introducing the winner of the JOICO Click and Turn Heads Facebook competition! Stoffel Van Wyck is the Creative Director of Intercoiffure South Africa and coowner of Foil Styling salon in Gauteng. Foil Styling has recently become a fully-fledged JOICO color salon, and this shoot was put together to celebrate the new collaboration.



### BUSINESS BREAKFAST

Fancy some inspiration with your morning coffee? JOICO was proud to present the first ever 'Business Concepts Breakfast Seminar' in Johannesburg. Covering a range of crucial topics from salon turnover to social media, the morning was packed with down-to-earth advice.



### LEAVE YOUR HAT ON

The JOICO Hat Party was an event to be remembered... Hairdressers were invited to the party in Greenpoint, Cape Town, where the dress code was 'hats or head gear'. Along with champagne, guests enjoyed stilt walkers, jugglers and a stage show from the West Cape & Gauteng team. As a finale, the winner of the JOICO Click and Turn Heads Facebook competition (see above) was announced. Hats off to everyone involved!



## Sweden

### ARI KOPONEN SUN COLLECTION

Fresh, modern and rather extraordinary, Ari Koponen's latest shoot is a true show-stopper. Unsurprisingly, it has already received huge acclaim. The One Shot awards named this image 'Editorial Shot of the Year' and the collection has also featured in Italian Vogue.

**Hair:** Ari Koponen  
**Photographer:** Anna Osk  
**Model:** Sun Nordberg  
**Stylist:** Sidsel Løyche and AOE  
**Make-up:** Annica E Gerber



## ConNEXT in Action

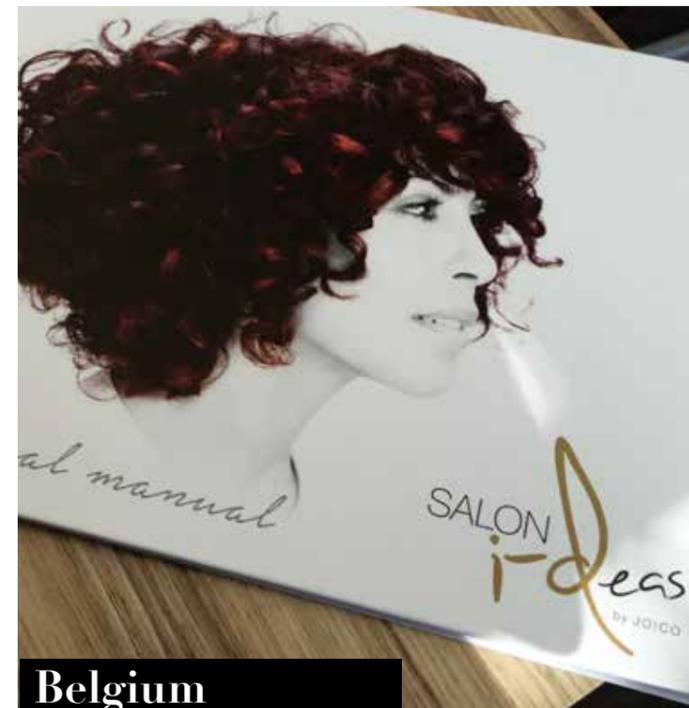
Our latest education program ConNEXT is now underway, and it's going down a storm. Sessions have already been held all across Europe, with many more to follow. The format of the event is designed to inspire. Small groups of stylists are invited to experience the hands-on demonstrations, led by members of the JOICO European Design Team and JOICO Educators. It's all about new concepts, new products and new ideas, put across in a way that really speaks to each individual present. Learning has never been more inspiring.



## The Netherlands

### INSPIRATION FOR ALL

The second year of Salon I-Deas by JOICO is proving even more exciting than the first. In The Netherlands, Gianni Scumaci, JOICO Vision Director, took to the stage to inspire a new generation of rising stars. Gianni demonstrated a full range of coloring, cutting and styling techniques, breathing life into the vision.



## Belgium

### SALON I-DEAS II

Education on the move. The innovative Salon I-Deas program travelled to Niel, Belgium to introduce stylists to the salon-friendly techniques. The training, led by Gill Berry and Ryan Nicoletti-Dowd from the JOICO European Design Team, brought a fresh outlook to creative cutting, coloring and styling.

## Selfie Movie Contest

We have a winner! Luke scooped the winning prize of our Hair Shake selfie movie contest because his video was shared the most. "I'm sooo happy I won," said Luke. "Winning means a lot as I believe in and love JOICO. I, one day, hope to be part of the JOICO team." Luke jetted off on a VIP style weekend to Berlin with his best friend, Ellie. See his winning movie here: <http://hairshake.joicoeurope.com/>



## Hair Shake

It looks as though Hair Shake is well on the way to cult status. New JOICO Hair Shake was launched earlier this year and it's been a huge hit. Every stylist who got their hands on it was wowed. "You can spray it, layer it, play with it," enthused Max Höhn, JOICO Brand Ambassador, "I'm Hair Shake's biggest fan."

The miracle product even made its way on to the prestigious Nylon Beauty Hit List, emerging as the deserving winner. It's pure genius – bottled.



Belgium



**L'IMPERIO**  
Neeroeteren, Belgium

Following conversions earlier this year, L'Imperio salon has reopened its doors. The whole effect is light, clean and stylish, with retro touches creating an atmospheric feel. There has clearly been a lot of thought and love poured into this salon revamp.

**"Love is in the hair"**

South Africa

**BAROQUE HAIR STUDIO**  
Nelspruit, South Africa

This luxurious salon is a sanctuary of calm and professionalism. Owner, Kerry Knafo is passionate about providing the very best hair care. "We scouted the market, and in JOICO, we have finally found a product that every stylist is enthusiastic about using."

**"Our clients deserve the best"**



Netherlands

**SHAMPOO PLANET**  
Amsterdam, Netherlands

Shampoo Planet just moved to a new popular location in the Jordaan in Amsterdam, with a colorful new interior. Their favorite JOICO product is Vero K-Pak Color, "because of the unbounded creativity that is possible".

**"No nonsense, just good hair"**



Germany

**MACCAS**  
Berlin, Germany

This stylish salon has a special ambience all of its own. As Berlin's only JOICO Studio Salon, they generate a constant flow of new techniques and inspiration. This is a salon that prides itself on offering nothing less than perfection.

**"Service at the highest level"**





HEALTHY, GLOWING COLOR CAN BOOST CONFIDENCE, ENHANCE YOUR MOOD AND MAKE YOU FEEL SEXY AGAIN

NOTHING LIFTS THE SPIRITS QUITE LIKE HEALTHY, RADIANT HAIR

# the feel-good FACTOR

**H**ealthy is beautiful. And when it comes to your hair color, this saying is spot-on. Healthy hair color has an undeniable allure. It lifts the spirits and puts a spring in your step. It's not something you can fake either. No amount of styling product can emulate the radiance of truly healthy hair.

Healthy, glowing hair color can boost confidence, enhance your mood, and make you feel sexy again. It's part of your identity – change it, and you become a different person. This is why so many women decide to drastically change their hair color at the end of a relationship. In fact, this well-known phenomenon has been coined a 'breakover' rather than a 'makeover'! And no wonder it's become a thing. What other transformation can be achieved in just a couple of hours that improves your looks, your mood and your health?

But it also works the other way. If your hair color leaves your hair feeling drab and lackluster, it will undoubtedly affect your confidence levels. If your hair is letting you down, your mood will soon follow that downward spiral.

That's why, here at JOICO, all our hair colors are designed to leave

your hair in tip-top condition. In fact, instead of damaging your hair, our formulas actually leave hair healthier and shinier than before.

All JOICO color lines together form the JOIcolor System, in which each color line has its own unique benefits. The pure tone colors, the Vero K-Pak lines, allow colorists to get really artistic. They can mix and blend the tones to create a truly unique shade to suit each individual. Pre-blended color

lines, such as Age Defy and new LumiShine™, can be used straight from the tube for spot-on results, every single time.

Whichever line your colorist selects, you can relax, safe in the knowledge that your hair is being pampered, indulged, and quite frankly, a little spoiled. And when you leave the salon, you'll have a glowing color that makes you feel pretty amazing. That's what the feel-good factor is all about!

MANY WOMEN DECIDE TO DRASTICALLY CHANGE THEIR HAIR COLOR AT THE END OF A RELATIONSHIP

## The JOIcolor System

### VERO K-PAK COLOR

Permanent hair color that reconstructs while coloring. It provides the ultimate in vibrant, long-lasting color results.

### VERO K-PAK CHROME

Demi-permanent hair color that gives intensive and vibrant color results. Beautiful shine and condition for your hair.

### VERO K-PAK COLOR AGE DEFY

Rejuvenating permanent hair color that goes beyond grey coverage. It reverses the signs of ageing hair.

### COLOR INTENSITY

Get creative! Colorists can use each shade straight from the tube, or mix-and-match to create a custom formula.

### LUMISHINE™

A pre-blended color that transforms hair from the inside out. Astonishing shine, color longevity, and overall healthier hair.

# CALIFORNIA *dreamin'*

SUN-KISSED COLOR WITH NEW LUMISHINE™

**T**here's something effortlessly gorgeous about California girls. Cute, sexy, outgoing and outdoorsy, you get the feeling they just tumbled out of bed looking gorgeous. And when it comes to their hair, it seems as though they have captured their very own splash of sunlight. No one does sunny, glossy color like those Californian beach babes.

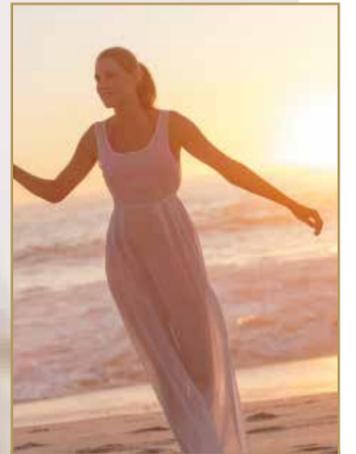
Maybe it's the constant sunshine, but there's something unique about their sun-kissed shades. There's a kind of inner glow that looks as though their hair has stolen the sunlight from the sky. It's a luminosity that mirrors the light, creating natural highlights and even makes skin look more radiant. It's as though they have been bathed in light.

## LUMINOUS, CLEAR AND INTENSE, IT'S LIKE A SHOT OF SUNLIGHT

If you're dreaming of that cool, carefree Californian look, then your wishes have been answered. New LumiShine™ is what you've been looking for. It delivers a quality of color and shine that's really something special. Luminous, clear and intense, it's like a shot of sunlight.

The secret is in the formula. Because it cares for your hair from the inside out, you'll find your hair is left stronger and healthier than ever before. In fact it instantly restrengthens hair, delivering up to twice the shine factor. You get glorious color and nourishing protection that seals in moisture and shine for weeks on end. Gloss and radiance as you've never seen it before!

Hollywood colorist, Denis de Souza has made his name creating sun-kissed blondes and glowing brunettes. His client list is packed with A-list celebrities and LA beauties, all devoted to Denis' magic touch with color. Unsurprisingly, Denis is a big fan of new LumiShine™. "I love everything about it - the rich color, the sweet scent, the easy-to-apply consistency, you name it," he enthuses. "It brings a touch of Californian sunshine."



### CALIFORNIA COOL HOW TO GET THAT EASY, BREEZY LOW-KEY STYLE

**Sexy without too much skin**  
Go for cool, comfortable and well-covered. There's no need to work too hard at it.

**Floaty dresses & maxi lengths**  
You're looking for an outfit suitable for dancing on the beach at sunset. That just about sums it up.

**Denim, denim, denim**  
Cut-offs, ripped, skinnies... No one wears denim better than the girls from the Golden State.

**Sandals & sneakers**  
Forget tottering around on spikes. These girls run, jump and enjoy life, and you can't do that in heels.

**Polished but not try-hard**  
It's all about natural colors and textures. Hair and make-up is understated, healthy and glowing.



RETHINK

*pink*SHOW-STOPPING PINK IS THE  
COLOR TREND OF THE SEASON

“PINK TAKES ON A  
NEW DIMENSION  
- MODERN,  
POWERFUL  
AND JOYFUL”

A shock wave of color has run through the catwalk collections this season. Bright, vibrant tones are knocking pale insipid shades into the corner. And pink is the front-runner, making all the headlines.

If you've always considered pink to be a bit sweet and girly, think again. This season the runways took pink into a new dimension – modern, powerful and joyful. The shades are lively and vibrant, without a hint of the insipid. It's a much needed dose of optimism, giving us all something to smile about.

Bubblegum pink plays an essential role, while neon fuchsia makes a flamboyant entrance.

Stronger shades of orchid and cerise are also emerging fashion colors, sure to be picked up by the high street.

Pink is making itself known in the hair and beauty arena as well. Shocking pink eye-make-up is more fierce than girly, while hot pink lips take the party pout to new heights.

Hair is also taking on the trend, adding a daring, contemporary edge. Rich magenta and purple shades combine with ice-cool metallics to create the stunning punk princess look shown opposite. This is a new way of looking at pink; exciting and avant garde. It's time to rethink pink – are you ready?



## HAIRDRESSER ALERT!

Check out the **NEW Rock Candy Collection Kit** from Vero K-Pak Color Intensity. It's all about bold, brave pink, with added attitude. The kit includes six shades including four brand new ones – Orchid, Magenta, Light Purple and Titanium. Choose your favorite or create your own custom color.

Or opt for the **NEW Mermaid Collection Kit**, containing six vivid shades that harmonize perfectly. Get creative with the four new colors, inspired by the rainbow hues of the ocean. Combine new Mermaid Blue with Fiery Coral, Hot Pink or Soft Pink to create a mermaid beauty all of your own.



# color WOW!

## MAX HÖHN SHARES HIS TIPS FOR PERFECT COLOR

**W**hen it comes to hair color, Max Höhn is the man with all the answers. In his role as JOICO Brand Ambassador and Celebrity Stylist, Max works with color every day of his career. He lives it, he breathes it, he loves it. We caught up with him to ask some of your most pressing hair color questions.

**Which things are most important when it comes to hair color?**

I don't want to break or damage the hair. My personal approach to hair color is that it must be free of heavy metals. That is the only way to keep the hair healthy. If you want to be absolutely sure, you should always let a professional hairdresser color your hair.

**GETTING BEAUTIFULLY COLORED HAIR WITH DIY COLOR IS LIKE GETTING A LUCKY STRIKE**

I work exclusively with hair colors from JOICO because they repair the hair while coloring. With JOICO color, the hair will look healthy and feel stronger after each treatment.

I think that it is very important to stay loyal to a brand. Shampoo, conditioner and treatments should all be from the same brand, because they then have a matching pH value.

**What do you think about DIY color?**

My advice: go to a professional if you want your hair to stay healthy. Only a professional knows how long a color should stay in the

hair because that depends on the quality of the hair. In my opinion not everybody can make that decision. To me, it seems that getting beautifully colored hair with DIY color is like getting a lucky strike...

**How often should I dye my hair?**

I have clients in my salon who come in every two to three weeks to have their hair colored because they don't want to have any or can't have any regrowth. On these clients, I only touch up their roots using a thin silicone brush. In all other cases, I advise having four to eight weeks between color treatments.

**Do you recommend a care regime for colored hair?**

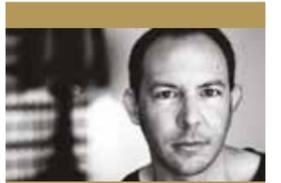
Rule number one, as I already mentioned, is that you stay loyal to one brand. Rule number two: make sure that you use color-maintenance products at home.

To prevent yellowing in blonde and grey hair, always use a silver shampoo at home. It is also important to use a shampoo and conditioner that suit your hair type so that they can help your hair rather than damaging it. Using a hair mask is a good idea too.

**What other tips do you have for keeping colored hair healthy?**

Proper care and regular cutting. You should always contact your hairdresser if you notice any changes such as temporary hair loss, thinning hair or similar. I very much believe that hairdressers, dermatologists and homeopaths should cooperate in these cases.

When it comes to color, the health of your hair should always be your top priority. Because, ultimately, healthy hair is happy hair.



**THE GOLDEN RULES OF COLOR**

- 1 Always go to a professional colorist
- 2 Stay loyal to your hair care brand
- 3 Use color-maintenance products at home
- 4 Use a silver shampoo on blonde/grey hair
- 5 Keep up with regular haircuts
- 6 Refresh the color every 4-8 weeks
- 7 Make hair health your top priority

"COLOR WORKS IN  
UNISON WITH THE  
CUT TO CREATE A  
TOTAL LOOK"



## JOICO TREND COLLECTION 2016

# UNISON

Color keeps centre-stage in the stunning new Unison collection. The spectacular result of a collaboration between Sue Pemberton and Jeremy Davies-Barbala, the photoshoot perfectly illustrates how color works in unison with the cut to create a total look. Totally in tune with the rainbow-bright mood on the catwalks, here is a collection to fire the imagination.



"TOTALLY IN TUNE  
WITH THE RAINBOW-  
BRIGHT MOOD ON  
THE CATWALKS"



# Color POP

Step away from soft pastels and gentle hues. The SS16 catwalks broke all the fashion rules with an explosion of bold brights. Acid yellow, bold orange and fluorescent pink combine in a sassy splash of color. This summer will bring out the extrovert in all of us.

Clockwise from top: Bora Asku; Vivienne Westwood Red Label; House of Holland; Christopher Kane; Julien Macdonald; Christopher Kane; Reem Acra; Holly Fulton; Jeremy Scott; Fyodor Golan; Jean-Pierre Braganza; Holly Fulton; Lela Rose; Pamela Roland; Jeremy Scott; Jasper Conran; Monique Lhuillier; Monique Lhuillier; Bibhu Mohapatra; Jeremy Scott; Christopher Kane; House of Holland; Jean-Pierre Braganza; Jean-Pierre Braganza

EVERYONE'S TALKING CO-WASHING. WHAT'S IT ALL ABOUT?

# A new way to wash

**S**hort for conditioner washing, co-washing has been around for a while. Now the practice has become more mainstream and everyone is talking about it. So for those of you wondering if it's worth a try, here's the low-down on co-washing:

## Who should try it?

Co-washing is great for everyone! It delivers excellent results for those with thick, coarse, dry or curly hair. If your hair is color-treated or chemically processed, you'll definitely want to give co-washing a go. Even those with fine hair will find JOICO Curl Co+Wash leaves curls feeling light and weightless.

## How do you use it?

Simply use your co-wash in place of your normal shampoo. It will leave hair feeling clean and conditioned, without any residue or build-up. You don't need to use it every time you wash your hair. Some people like to use co-washes in rotation with their favourite shampoo. It really depends on your personal preference.

## What are the benefits?

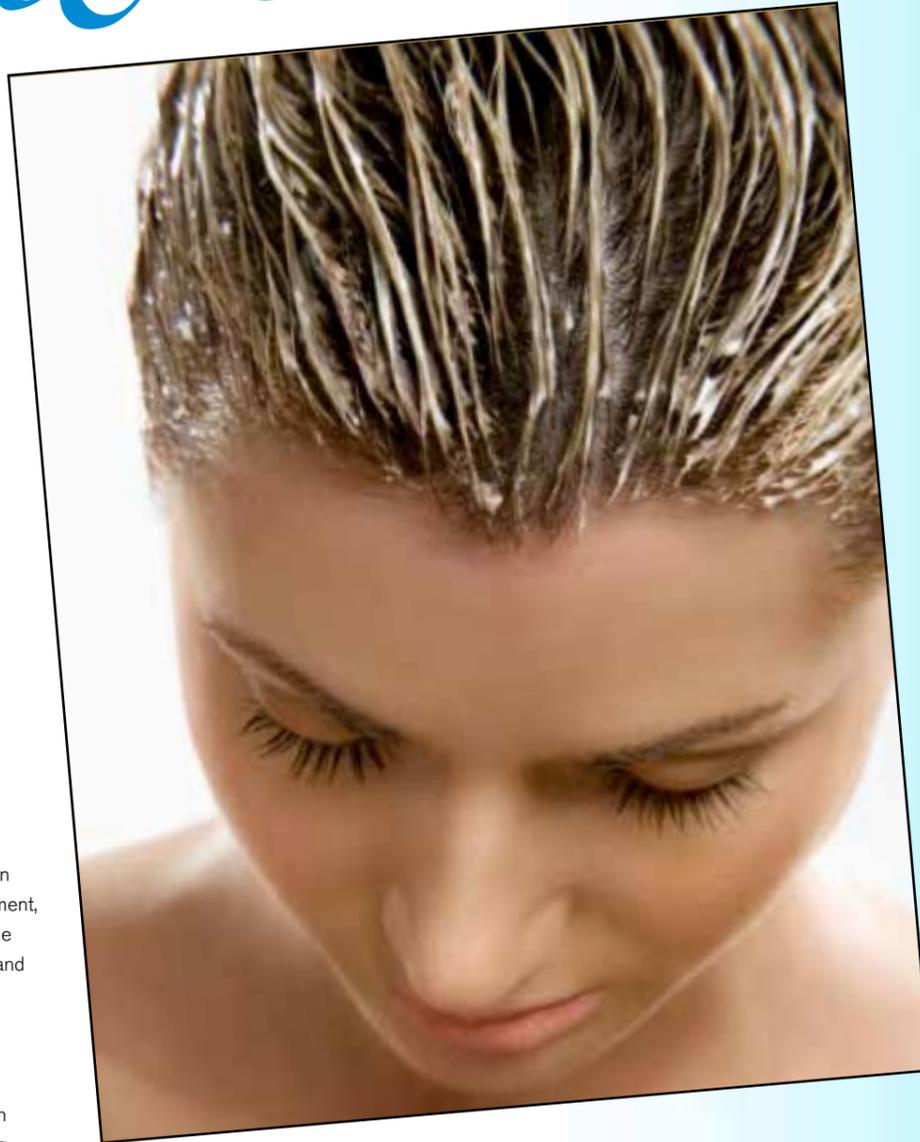
A co-wash will allow the oils to naturally condition the hair and scalp. It's a great conditioning treatment, while providing mild cleansing agents at the same time. Hair becomes more resistant to breakage and feels significantly softer and smoother.

Co-washing also solves that age-old problem of styling squeaky-clean hair. The slip of freshly shampooed hair means that styles can drop in an instant. A co-wash gives that 'second-day' feeling to hair, making it much more manageable.

## Are there any drawbacks?

No, not if you use products specifically designed for co-washing. The JOICO Co+Washes have been carefully formulated to provide a thorough cleanse whilst delivering all the benefits of a gentle co-wash.

In addition, the luxurious, light-as-air whipped formulas are a dream to use. Once you've felt them on your hands and head, you'll never want to use anything else. And, the aerated texture means you use 50% less product than with a traditional crème, so you're being efficient as well as indulgent! Perfect.



CO-WASHING  
ALLOWS OILS  
TO NATURALLY  
CONDITION  
THE HAIR AND  
SCALP

IT SOLVES THAT  
AGE-OLD PROBLEM  
OF STYLING  
SQUEAKY-CLEAN  
HAIR

### JOICO CO+WASHES

There are three pampering Co+Washes to choose from. Just pick the one that suits your hair type; dry, color-treated or curly. All are sulfate-free for an ultra-gentle cleanse and hair is left significantly more resistant to breakage. Softer, super-conditioned hair. Try it and see!

#### MOISTURE CO+WASH

##### For dry hair

It really works. Over 94% of testers agree hair looks and feels less dry

#### COLOR CO+WASH

##### For color-treated hair

Color stays put. Three times more color protection than with regular shampooing

#### CURL CO+WASH

##### For curly hair

Max curl control. Curls are left more defined and manageable with less frizz.



# LOVE YOUR HAIR

WHEN HAIR COLOR PLAYS UP, YOU NEED TO GIVE IT SOME LOVE

It has been said that you need to treat your hair color like a romantic relationship. You want a loyal color, ready to go the distance and stay true. You want it to remain as fresh and pure as the very first day. But, as with any relationship, it's all about give and take. Treat it well and it will stay with you. Ignore it or mistreat it and it will fade away. Or worse, it will act up and give you grief.

Fortunately, staying true to your hue has never been easier. With JOICO's new range of Color Balance and Color Infuse shampoos and conditioners, your hair is going to feel properly pampered and indulged. If your color is falling flat, Color Infuse is the answer you've been looking for. With three shades to choose from – Golden Brown, Red or Copper – it will give an extra boost of color, refresh tones and enhance highlights. Or maybe some brassy tones have crept into your brunette shade? Color Balance Blue will instantly neutralize them, returning your color to its naturally beautiful self.

Whatever your shade, whether color-treated or au naturel, there's a shampoo and conditioner regime that's perfect for keeping your color faithful and true. Because that's all we really want from any relationship.



TREAT YOUR COLOR WELL AND IT WILL STAY WITH YOU. IGNORE IT AND IT WILL FADE AWAY

## WHEN OMBRÉ TURNS ORANGE

Brunettes live in fear of that dreaded 'orange' shade that can sneak in unawares. Suddenly those golden ombré highlights take on a whole different look.

### Color Balance Blue

Banish those warm, orangey tones in a flash. And you needn't worry about color fade either. Use the shampoo and conditioner together and it will preserve 89 percent of your color for nearly eight full weeks by bonding to hair fibers like a new best friend.

## WHEN RED FADES FAST

Red tones are notoriously difficult to keep vibrant. Those drab, faded shades of orange do nothing to match your fiery personality.

### Color Infuse Red

It's formulated with a maximum load of pigments to ensure temperamental reds stay red-hot. Plus, the fade-defying Multi-Spectrum Defense Complex™ literally anchors color from the inside out.

## WHEN COPPER LOSES POLISH

Just like deeper reds, copper is especially prone to color-fade. Time and the elements gang up, leaving hair just a shadow of its former glory.

### Color Infuse Copper

Perfectly polished copper once more. It's a two-pronged approach: Multi-Spectrum Defense Complex protects color from fading; Bio-Advanced Peptide Complex™ repairs, fights frizz, and adds shine.

## WHEN BROWN STOPS GLOWING

When it comes to that rich, golden glow, nobody does it better than brunettes. But when it fades, brown hair looks dull, flat and quite frankly, a bit boring.

### Color Infuse Golden Brown

Instantly infuse light-to-medium brown hair with a natural glow. Golden highlights come back to life thanks to the tone-enhancing pigments. And how it shines. If hair could speak, it would be saying "Thank you! I love you!"

# IT'S ALL IN THE DNA

THE HAIR REPAIR SENSATION THAT'S CHANGING THE FACE OF HAIR CARE



NEW DNA RESEARCH PINPOINTED THE PEPTIDES RESPONSIBLE FOR GIVING HAIR ITS STRENGTH

**W**e put our hair through a lot. We bleach it, dye it, heat it, curl it, straighten it and pull it every which way. No wonder it starts to look a bit stressed sometimes. But we go ahead and do it anyway because it is human nature to want what you don't have. Brunettes want to be blonde, curly girls want to go straight and vice versa. It's just how we are.

The trouble is, all those chemical and physical processes end up weakening the hair structure. The polypeptide chains that make hair naturally strong and silky become damaged, effectively 'roughing' up your poor strands. The long-term effect is not good: frizz, split ends, breakage and loss of shine.

It's always been believed that this is the price you pay for having the hair you want. It's a sort of unspoken understanding passed down from mother to daughter. But what if it just isn't true anymore? Wouldn't that be a revelation?

The fact is, now you can have the hair of your choice without wrecking it. Coloring your hair doesn't have to mean damaging your hair. And the same goes for styling it, curling it and anything else you might want to try. JOICO products contain the breakthrough Bio-Advanced Peptide Complex™, which turns the whole situation on its head. It's a real game-changer. The formula actually rebuilds the internal structure of your hair, repairing and strengthening it. It takes your hair back to its original, healthy state: silky, soft, elastic, and literally glowing with health.

How does it work? Without getting too technical, it's all in the DNA. New studies in hair DNA research have pinpointed the exact peptides that are responsible for giving hair its strength. Equally, when hair gets damaged, it is also these peptides that get depleted the most, resulting in weak, brittle hair.

So the science boffins at JOICO created the unique Bio-Advanced Peptide Complex™. This has been lab-perfected to mimic the peptides needed to repair and protect the hair. These targeted peptides are so perfect, they penetrate deep into the hair and anchor to the most damaged sites, creating a sort of 'molecular band-aid'. The end result? Ultimate reconstruction and strength, that lasts and lasts.

The beauty of this scientific breakthrough is that you really can have it all. You can have any color or style you desire, plus the soft, manageable hair of your dreams. It's nothing less than a hair miracle.

THE FORMULA TAKES YOUR HAIR BACK TO ITS ORIGINAL, HEALTHY STATE

## K-PAK CARE

**For weakened, distressed hair**

If your hair is unmanageable and dry, don't despair. A solution is at hand. The K-Pak Care line contains the highest concentration of Bio-Advanced Peptide Complex™ for ultimate hair reconstruction. It works as an astonishing permanent fix for weakened hair or equally, as a decadent, preventative treat for all other hair types. Healthy, glossy hair can be yours once more.



## K-PAK COLOR THERAPY

**For colored, weakened, distressed hair**

Colored hair needs special treatment. Vibrancy is mainly lost in the first two weeks and even sooner when the hair cuticle is damaged. That's where K-Pak Color Therapy comes to the rescue. The formula cleverly seals and nourishes the cuticle layer, doubling the lifespan of your color. Beautiful healthy hair and vibrant color – sorted.



CALLING  
ALL  
STYLISTS!



LISTEN  
LEARN  
PRACTICE  
ENTER  
**WIN**  
FLY  
ENJOY  
MINGLE  
EXPERIENCE

# Win a trip to Las Vegas



**S**alon I-Deas by JOICO is now in its second year and that means another year of education and inspiration. The innovative program has been welcomed back by stylists around the world, all set to be freshly inspired by its unique vision. As always, Salon I-Deas by JOICO is about real-life, real-world techniques, making the concept immediately applicable to every stylist and every client.

Of course, alongside the education program is the already legendary Stylist Salon I-Deas by JOICO Award. Last year, the competition attracted a huge number of entries, with stylists across 13 countries all vying to take 'star status'. It was a prize worth fighting for. We took the winners to fabulous London for a glitzy trip brimming with champagne and inspiration. This year, it's even better, if that's possible. With a VIP trip to Las Vegas on offer, this truly is a once-in-a-lifetime prize.

## The prize

We don't just have one prize up for grabs. We have two winning spaces to be filled, doubling your chances of success.

### Las Vegas trip

*(for the winners and a colleague each of their choice)*

A weekend of glamour and excitement in the city that never sleeps! Your VIP trip includes the flight, transfers, hotel, meals and activities, so you can just concentrate on making the most of this amazing experience.

### Star status

*(for the winners)*

Each winner will be featured in a special supplement of this magazine, with a personal interview and photographs. And of course there will be continued features and mentions on all JOICO websites and social media channels.

### How to enter

This is a chance to show off the cutting, coloring and finishing skills you personally learnt at the Salon I-Deas II workshop. Simply share pictures of your own interpretations on [www.salon-ideas.com](http://www.salon-ideas.com).

You'll need to send in four digital photographs (1 left side, 1 right side, 1 front, 1 back) plus a completed entry form explaining your thoughts behind the concept and the techniques used. Remember, it's all about your personal interpretation rather than a direct copy of the Salon I-Deas II techniques. And the look needs to uniquely suit the person in the chair. In short, we're looking for creative vision.

**The deadline is 31 March 2016. Don't be late! The winners will be announced on 12 April 2016.**

SALON  
*i-deas*  
by JOICO

THE STYLIST  
SALON I-DEAS  
BY JOICO  
AWARD IS  
BACK...

...AND IT'S  
BETTER  
THAN EVER!

DESTINATION  
**Slovenia**  
CENTRAL EUROPE'S SMALLEST SECRET

It's safe to say that central Europe has embraced its tourism boom. But with Prague's popularity and the crowds of Croatia, it's time for us to let you in on one of the continent's best-kept secrets.

Slovenia is an untouched haven of natural beauty. It's a fantastic destination to experience the extraordinary and unwind in the great outdoors. But you don't need to be super-travel savvy to get the best out of this enchanting place. We've handpicked some of the best Slovenia has to offer. From the sun-kissed slice of Adriatic coast to the stunning vistas of the Julian Alps, Slovenia is a great place to sample all the region has to offer, while discovering something totally new.

“  
*Slovenia is  
an untouched  
haven of  
natural beauty*”



Ljubljana at night >

## AN ALMOST PRIVATE ISLAND

There aren't many places left in the world that we can say are truly unique, and Bled is certainly one of them. Home to Slovenia's one and only island, The Church of the Assumption sits remotely in the centre of Lake Bled.

The town itself is buzzing with spirituality and romance; you certainly won't find it difficult to embrace the feel-good vibe that lives here. As well as indulging your spiritual side, don't neglect your sweet tooth – the town's famous cream cake is a treat not to be missed.

A mere 40-minute drive out of Ljubljana and literally on the doorstep of the Triglav National Park, there is no excuse not to make Bled one of your top priorities.

Ljubljana's famous cake >



## LOSE YOURSELF IN LJUBLJANA

Everyone wants to feel like the first to discover something. So when you step into Slovenia's creative capital, you'll be wowed by the city's original attitude. A town very much in touch with its past, but also home to the avant-garde and a bustling arts scene, Ljubljana is the perfect place to get started.

Packed with history, from prestigious palaces and original Roman structures to a multitude of museums, Ljubljana Castle remains the city's most magnificent asset. But there's more to this medieval castle than meets the eye as it's also the perfect place to indulge in the capital's flair for the theatrical.

Ljubljana's artistic streak continues in all directions. Why not spend an evening at the Opera House? Or stumble upon street performers in the afternoon sun, just off of Prešeren Square? Not to mention the mass of galleries all over the city.

Not only is Ljubljana the perfect place to visit, it's the perfect place to stay. Situated in the centre of Slovenia, it's a fantastic base to rest and relax before venturing out into the great outdoors.

Triglav National Park >



Skiing at Voglev >



## YOUR PERSONAL NATIONAL PARK

You don't have to be officially mad for the outdoors and you definitely won't have to channel your inner Bear Grylls to get the most out of the Triglav National Park.

The protected region is mostly covered by the Julian Alps. Stunning beauty all year round and a mantra for the natural means it's hard not to feel that rush as you breathe the alpine air.

If you're visiting during ski season why not go off-piste at Vogel? Or if it's a more summery experience you're after, head down to the Soča River for rafting and white-water kayaking.



< Piran on the Mediterranean

## MAKE TIME FOR A TASTE OF MARIBOR

It would be wrong to go on holiday without sampling the local wine, wouldn't it? Maribor, an hour and a half north east of Ljubljana, is a must for sampling the finest Slovenia has to offer. The Slovene second city should be your only destination for all things food and drink. With sleepy stone streets nestled up against the Drava River, what better setting could there be?

Known for being home to the oldest grapevine on earth, just an afternoon in Maribor could take you from vineyard novice to totally in the know. But of course, let's keep this our little secret for now – just say you heard it through the grapevine.



< Maribor

## YOUR VERY OWN MEDITERRANEAN

We're always on the hunt for the bliss of the sunlit shores without the crowds that come with it. Slovenia's own minute Mediterranean is the perfect place to put the beach to work and top up that tan.

Blink and you might miss it, though. The Slovene stretch of the Adriatic coast is a mere 46km long. Packed with coastal towns and attractions, you'd be forgiven for thinking you'd stepped out of Slovenia and into your own secret Italy.

There are tonnes of ideal destinations to experience the vibrant coast, but the name on our lips is Piran, Piran, Piran. Probably one of the most picture perfect cities in the Med, you'll love the magic of this culture-culture's paradise.

For a more classic sandy beach experience, head down to the Portoroz resort just a stone's throw away, but be prepared for a more touristy feel. And for a relaxing evening, the waterfront at Izola is the perfect place to find a restaurant and watch the world go by.



# HAIR TRENDS SS16

THE JOICO EUROPEAN DESIGN TEAM PICK OUT THE HOTTEST HAIR TRENDS TO EMERGE ON THE CATWALKS THIS SEASON...

## VOLUME

"Big hair takes a modern direction for SS16 with subtle, flowing volume and lashings of shine. This is hair that moves as you walk, catching the light as you go."



JEAN-PIERRE BRAGANZA

## ADORNMENTS

"Hair adornments are big news. We saw headbands, crowns, hair jewellery and scarves. But our favorite by far was the sparkly confetti seen at Ashish. Now that's JOI-ful hair!"



ASHISH



BURBERRY PRORSUM



MONIQUE CHUIJER

## NON-GROOMED

"Forget short back and sides. This season, men are wearing their hair longer, and cooler than ever before. The mood is for natural curls, waves and casually tousled disarray."



PETER PILOTTO

## SIMPLICITY

"There is a strong movement towards simple rather than elaborate styling. We spotted a lot of sleek, straight lengths and immaculately neat buns. The simplistic look is an easy yet striking trend to follow."

## PARTINGS

"Partings just got serious. This new directional aesthetic is all about clean, deep partings that define the hairstyle. Whether it's bang-on center or off to the side, the parting is the prime focus."

GOODSPEED&VALENTINE.COM



FELDER FELDER

## GLOSS

"Grunge is no more. There is a definite shift towards a general feeling of healthiness. Hair is shiny, glowing and cared for. A welcome change from the unkempt looks of previous seasons."

JOICO



the **joi** of healthy hair

JOICO haircare & color products are available in leading salons across the world

[www.joicoeurope.com](http://www.joicoeurope.com)