

JOICO



# TEXTURIZE, VOLUMIZE, DRAMATIZE

with every shake!

## **NEW** HAIR SHAKE

liquid-to-powder finishing texturizer

- Plush-yet-airy texture and lift
- Touchable, moldable, layerable styling grip
- Dramatic volume and fullness at the roots
- Invisible, residue-free, grit-free formula dries in a flash
- Ideal for all hair types, textures and lengths
- Create endless styling possibilities with a single styler

### The How-to

Once your hair is DRY and your foundation set, shake up Hair Shake and spray it on in layers wherever you want—at the root for lift, through the lengths for texture, onto short styles for grip and control, etc.—then finish your shape however you like!

Want more of that one-of-a-kind velvety control but afraid it'll weigh you down? Don't let the thickness fool you. The formula is deceptively lightweight, allowing you to shake it, spray it, layer it and rework your 'do again and again—the styling possibilities are endless!

## THE TECHNOLOGY STORY

Hair Shake's innovative formula is unlike any other “powder styler” on the market. Those stylers can be messy, hard to control and leave residue on the hair. Hair Shake's “powder base” is actually a groundbreaking, virtually invisible combination of:

**Malitol** a sugar substitute that blocks humidity

**Bentonite Clay** for oil absorption, texture and grip.

**Cosmetic Grade Silica** for absorption and density.

**Magnesium Silicate**, an odorless powder, for absorption and density.