

JOANNA  
PROFESSIONAL  
2021



FOR PROFESSIONALS BY PROFESSIONALS

## CURLS ENHANCING SPRAY

It perfectly facilitates styling of curly hair, emphasizes curls and tames unruly strands. The spray contains a polymer which highlights curls and a UV filter. It boosts hold of your hairstyle, maintaining its bounce and shape.

**300 ml**



## CURLS ENHANCING MOUSSE

The Curly Hair Mousse perfectly facilitates styling of curly hair and highlights its shape. It contains a polymer which highlights curls and a UV filter. It boosts hold of your hairstyle, emphasizes curls and provides them with bounce and flexibility.

**150 ml**



## CURLS ENHANCING CREAM

The Curl-Highlighting Cream tames unruly strands, conditions your curls and highlights them. It contains a polymer which highlights curls and a UV filter. It provides your hairstyle with softness, flexibility and bounce.

**200 g**



## SHINE SPRAY

The light texture of the spray, which is based on carefully selected ingredients, perfectly glosses your hairstyle without weighing it down and a UV filter protects it against external factors. It provides dull hair with gloss, leaving it shiny, soft and nice to the touch.

**150 ml**





## SMOOTHNESS & THERMOPROTECTION STYLING SPRAY

Styling spray gives the hair exceptional smoothness and softness to the touch. The spray formula contains a special ingredient that provides thermal protection to the hair when using a hair dryer or straightener, and ingredients with a moisturizing and nourishing effect. Hair is perfectly smooth, shiny and pleasant to the touch.

**300 ml**



## SMOOTHNESS & THERMOPROTECTION SILKY SERUM

This Silky Smoothing Serum provides even the most damaged hair with softness and a healthy, stunning look. It prevents undesirable frizz caused by humidity. It contains vitamin E and reliable silicon ingredients, which enable you to obtain a trendy hairstyle. After the use, your hair becomes stunningly glossy and nice to the touch.

**125 ml**



## SMOOTHNESS & THERMOPROTECTION STYLING CREAM

The Smoothing Cream tames unruly strands and provides your hair with exceptional smoothness and stunning gloss. The formula of the cream contains a special ingredient which ensures thermal protection of your hair dryer or straightener. Your hair is perfectly smoothed and nice to the touch.

**200 g**





## FIXING HAIR STYLING LOTIONS

The lotions are designed for styling all types of hair and add volume and gloss. They contain a hair-styling polymer and nurturing provitamin B5. They enhance the hold of your hairstyle, maintaining a natural look and lightness.

**VERY STRONG 1000 ml**

**VERY STRONG 300 ml**

**STRONG 300 ml**



## GEL BRILLIANTINE

The brilliantine gives perfect hold, provides gloss and facilitates combing. It contains provitamin B5, a protective UV filter and special styling ingredients. It tames even the most unruly strands of hair.

**500 g**



## FIXING & STYLING PASTE

The hold paste perfectly styles your hair and its network of filaments provides your hair with elastic structure, enabling any changes. This cosmetic highlights the character of your hairstyle in a unique way.

**200 g**



## FIXING & STYLING GUM

The hair-styling gum contains nurturing provitamin B5, protective UV filter and special styling ingredients. Its unique texture facilitates creating extreme hairstyles and provides ultra strong hold for a long time.

**200 g**



## FIXING & STYLING CONCRETE GEL

The Concrete Gel renders fantastic hold for even the fanciest hairstyles. It contains hair-styling polymers and nurturing provitamin B5. It is great for creative styling and facilitates hairstyle shaping.

**200 g**





# JOANNA PROFESSIONAL

## EXCELENT QUALITY AND COMFORT FOR PROFESSIONALS

Joanna Professional is a line specially developed for hair salons. It has been recognized by professionals for a number of years. In order to meet the demands of the hairdressing market, we always ensure that the products are based on the latest technologies and active ingredients for a truly professional effect. We believe that a good product does not have to be expensive and can be available at a reasonable price and still be effective and visually appealing.

### PLATINUM LIGHTENER

The new formula of the Platinum Lightener allows you to lighten your hair even by 6-7 tones. The product contains carefully selected silk proteins which protect the hair structure during the lightening process, thanks to which your hair is glossy, nice to the touch and kept in better shape after the whole process.

**450 g**



### PLATINUM CLASSIC LIGHTENER

The new formula of the Platinum Classic Lightener allows you to lighten your hair even by 6-7 tones. It contains a LightPro complex providing your hair with appropriate lightening intensity, thanks to which your hair gains cold, platinum shades. After the whole process, your hair remains glossy and nice to the touch.

**450 g**



### 3%, 6%, 9%, 12% OXIDANT CREAMS

The Joanna Professional oxidant creams have been valued by hairdressers for a number of years. Thanks to their unique and creamy, yet delicate texture, they guarantee perfect effects and comfort of use. They are recommended for all hair coloring and lightening treatments.

**130 g and 1000 g**



## COLOR REVITALIZING LINE COLOR BOOST COMPLEX

NEUTRALIZES UNDESIRABLE, YELLOWISH BLOND SHADE,  
GIVES COLD GRAY SHADE AND GLOSS

Lightened hair, blonde or gray, often takes on a yellowish tint. Products from this line perfectly neutralize this undesirable effect and provide a cold, ash blonde shade, which is gradually enhanced after every use. The formulas of the cosmetics are enriched with protective microproteins, thanks to which your hair becomes glossy, light and nice to touch. They have a beautiful blackcurrant fragrance.

SHAMPOO **500 g**

CONDITIONER **500 g**



## COLOR TONING LINE COLOR BOOST COMPLEX

NEUTRALIZES UNDESIRABLE, YELLOWISH BLOND SHADE, GIVES  
WARM PINK SHADE AND GLOSS

Products from this line perfectly neutralize undesirable, yellowish effect and provides a warm, pink blonde shade, which is gradually enhanced after every use. The formulas of the cosmetics are enriched with protective microproteins, thanks to which your hair becomes glossy, light and nice to touch.

SHAMPOO **500 g**

CONDITIONER **500 g**



## COLOR-ENHANCING CONDITIONERS COLOR BOOST COMPLEX

INTENSIFY SELECTED HAIR SHADES

The unique formula is based on intensively conditioning ingredients and selected direct dyes. Without the addition of either hydrogen peroxide or ammonia, it allows you to intensify, refresh and gives your hair colorful reflections in a simple and effective way in few minutes. The revitalizer provides an immediate effect that lasts up to 3-4 washes, gradually rinsing out. Product ensure fresh and full of shine color.

**200 g**



## REBUILDING LINE KERATIN

FOR WEAK, BRITTLE AND ROUGH HAIR

This effective line for hair care of coarse, dull and brittle hair contains an innovative keratin ingredient with an affinity for hair. Thanks to that, it identifies and restores the most damaged areas on its surface in order to strengthen it and refill the lacking keratin. After the use, your hair is restored, stronger and bouncy.

SHAMPOO **5000 ml**  
SHAMPOO **1000 ml**  
SHAMPOO **500 ml**  
CONDITIONER **1000 g**  
CONDITIONER **500 g**  
MASK **500 g**  
CONDITIONER IN SPRAY **300 ml**



## REGENERATING LINE ARGAN OIL

FOR HAIR REQUIRING EXCEPTIONAL CARE

The Joanna Professional products with argan oil, one of the most precious oils in the world with exceptional regenerating properties, are recommended for hair weakened by hairdressing treatments, which is prone to frizz and requires special care. They substantially smoothen hair fibers, facilitate combing and make your hair look healthy and silky soft.

SHAMPOO **5000 ml**  
SHAMPOO **1000 ml**  
SHAMPOO **500 ml**  
CONDITIONER **1000 g**  
CONDITIONER **500 g**  
MASK **500 g**  
SERUM **100 ml**





# PROTECTIVE LINE UV FILTER

FOR DYED HAIR

The nurturing formulas of these products have been enriched with a UV filter protecting your hair against harmful effects of sunlight. They superbly improve the condition and look of your hair, highlighting the beautiful and intense gloss of its color. They protect your hair against static and facilitate combing. They have a fruity scent of ripe cherries.

SHAMPOO **5000 ml**

SHAMPOO **1000 ml**

CONDITIONER **1000 g**

MASK **500 g**



# SMOOTHING LINE SILK

FOR DRY, DAMAGED OR OVER-TREATED HAIR

The advanced formulas of the product from this line contain hydrolyzed silk proteins, which provide your hair with the proper level of moisturization. They ensure extensive hair care, smoothness, softness and easy combing. They effectively improve the condition of your hair and provide gloss and a healthy, well-kept look.

SHAMPOO **5000 ml**

SHAMPOO **1000 ml**

SHAMPOO **500 ml**

CONDITIONER **1000 g**

CONDITIONER **500 g**

MASK **500 g**

CONDITIONER IN SPRAY **300 ml**



## VOLUMIZING LINE VOLUME'UP COMPLEX

FOR THIN, FLAT, DELICATE HAIR

The products from this line are recommended especially for hair care of thin, flat and delicate hair. Thanks to the Volume'Up complex, these cosmetics visibly boost the volume of your hairstyle, elevating it from the roots and marine collagen moisturizes and strengthens it without weighing it down. Your hairstyle gets a full shape and healthy look and your hair is full of vigor.

SHAMPOO **1000 ml**

SHAMPOO **500 ml**

CONDITIONER **1000 g**

CONDITIONER **500 g**

SPRAY **300 ml**

MOUSSE **150 ml**



## UNIVERSAL LINE CERAMIDES

FOR ALL HAIR TYPES

This line of universal, fresh-scent hair care products for all hair types. The formula of the shampoos contain ceramides, which protect hair fibers and provide them with proper moisturization, elasticity and bounce. They perfectly wash and take care of all hair types.

The conditioner has been enriched with ceramides and improves both the elasticity and moisturization of hair fibers, facilitates combing and restores the natural gloss.

SHAMPOO **5000 ml**

SHAMPOO **1000 ml**

CONDITIONER **1000 g**



## NOURISHING LINE MILK PROTEINS

FOR DRY AND DAMAGED HAIR

The formulas of these products have been enriched with milk proteins, which smoothen your hair, providing it with softness and elasticity. They perfectly improve the condition and look of your hair, lightening its silkness, softness and gloss. They have an exciting scent of aromatic coconut.

SHAMPOO **1000 ml**

TREATMENT **500 g**



## ACIDIFYING LINE ACIDPRO COMPLEX

FOR ALL HAIR TYPES

These acidifying products are recommended for hair care of all hair types, especially after alkaline hairdressing treatments such as coloring, lightening and permanent wave. They contain an AcidPro complex, an exceptionally effective combination of ingredients which restore the pH level of your hair and its healthy look and gloss. The cosmetics from this line close damaged hair cuticles, stabilize the color in the interior of the hair and restore its smoothness and gloss, providing easy combing.

SHAMPOO **1000 ml**

SHAMPOO **500 ml**

CONDITIONER **1000 g**

CONDITIONER **500 g**



## CLEANSING HAIR SHAMPOO CLEANPRO COMPLEX

FOR ALL HAIR TYPES

The Cleansing Hair Shampoo thoroughly cleanses your scalp and hair, removing remains of hair-styling cosmetics, intense care products, sebum and environmental contaminants. It contains a CleanPro complex, an exceptionally effective combination of surface active ingredients with intensive cleansing properties. It perfectly prepares your hair for hairdressing treatments, leaving it fresh and light.

SHAMPOO **1000 ml**





JOANNA PROFESSIONAL – HAIR CARE					
No	Code	Product name	Barcode	Pcs per carton	Volume
1.	9638	SILK smoothing shampoo	5901018008116	jerry can	5000 ml
2.	9552	SILK smoothing conditioner	5901018010164	jerry can	5000 g
3.	9642	SILK smoothing shampoo	5901018006570	6	1000 ml
4.	9642/WIEL	SILK smoothing shampoo	5901018014391	12	500 ml
5.	9561	SILK smoothing conditioner	5901018006587	6	1000 g
6.	9561/WIEL	SILK smoothing conditioner	5901018014445	12	500 g
7.	9546	SILK smoothing mask	5901018006594	8	500 g
8.	9547	SILK smoothing spray conditioner	5901018006600	20	300 ml
9.	9625	ACIDPRO COMPLEX acidifying shampoo	5901018010676	6	1000 ml
10.	9625/WIEL	ACIDPRO COMPLEX acidifying shampoo	5901018014377	12	500 ml
11.	9548	ACIDPRO COMPLEX acidifying conditioner	5901018010669	6	1000 g
12.	9564/WIEL	ACIDPRO COMPLEX acidifying conditioner	5901018014384	12	500 g
13.	9643	VOLUME'UP COMPLEX volumizing shampoo	5901018011055	6	1000 ml
14.	9643/WIEL	VOLUME'UP COMPLEX volumizing shampoo	5901018014421	12	500 ml
15.	9562	VOLUME'UP COMPLEX volumizing conditioner	5901018011079	6	1000 g
16.	9562/WIEL	VOLUME'UP COMPLEX volumizing conditioner	5901018014469	12	500 g
17.	9865	VOLUME'UP COMPLEX volumizing spray	5901018011987	20	300 ml
18.	9866	VOLUME'UP COMPLEX volumizing mousse	5901018011994	20	150 ml
19.	9644	ARGAN OIL regenerating shampoo	5901018011062	6	1000 ml
20.	9644/WIEL	ARGAN OIL regenerating shampoo	5901018014407	12	500 ml
21.	9563	ARGAN OIL regenerating conditioner	5901018011086	6	1000 g
22.	9563/WIEL	ARGAN OIL regenerating conditioner	5901018014490	12	500 g
23.	9574	ARGAN OIL regenerating mask	5901018012342	8	500 g
24.	9573	ARGAN OIL regenerating serum	5901018011109	10	100 ml
25.	9651	KERATIN rebuilding shampoo	5901018012809	6	1000 ml
26.	9651/WIEL	KERATIN rebuilding shampoo	5901018014414	12	500 ml
27.	9555	KERATIN rebuilding conditioner	5901018012816	6	1000 g
28.	9555/WIEL	KERATIN rebuilding conditioner	5901018014476	12	500 g
29.	9556	KERATIN rebuilding mask	5901018012823	8	500 g
30.	9557	KERATIN rebuilding spray conditioner	5901018012830	20	300 ml
31.	9616	CERAMIDES shampoo with fresh fragrance	5901018005078	jerry can	5000 ml
32.	9646	CERAMIDES shampoo with fresh fragrance	5901018015404	6	1000 ml
33.	9536	CERAMIDES conditioner with fresh fragrance	5901018018511	6	1000 g
34.	9617	UV FILTER protective shampoo with cherry fragrance	5901018005931	jerry can	5000 ml
35.	9623	UV FILTER protective shampoo with cherry fragrance	5901018004521	6	1000 ml
36.	9553	UV FILTER protective conditioner with cherry fragrance	5901018016777	6	1000 g
37.	9543	UV FILTER protective mask with cherry fragrance	5901018004477	8	500 g
38.	9622	MILK PROTEINS nourishing shampoo	5901018004514	6	1000 ml
39.	9542	MILK PROTEINS nourishing treatment	5901018004460	8	500 g
40.	9624	CLEANPRO COMPLEX cleancing shampoo	5901018008093	6	1000 ml

JOANNA PROFESSIONAL – HAIR CARE					
No	Code	Product name	Barcode	Pcs per carton	Volume
41.	9613	COLOR BOOST COMPLEX color revitalizing shampoo	5901018004507	8	500 g
42.	9544	COLOR BOOST COMPLEX color revitalizing conditioner	5901018005016	8	500 g
43.	9603	COLOR BOOST COMPLEX color toning shampoo	5901018018122	8	500 g
44.	9534	COLOR BOOST COMPLEX color toning conditioner	5901018018528	8	500 g
45.	9521	COLOR BOOST COMPLEX color-enhancing conditioner – copper	5901018019433	10	200 g
46.	9522	COLOR BOOST COMPLEX color-enhancing conditioner – cool grey	5901018019440	10	200 g
47.	9523	COLOR BOOST COMPLEX color-enhancing conditioner – warm gold shades	5901018019457	10	200 g
48.	9524	COLOR BOOST COMPLEX color-enhancing conditioner – pink	5901018019464	10	200 g
49.	9525	COLOR BOOST COMPLEX color-enhancing conditioner – brown	5901018019471	10	200 g
50.	9526	COLOR BOOST COMPLEX color-enhancing conditioner – red and mahogany	5901018019488	10	200 g

## JOANNA PROFESSIONAL – STYLING

No	Code	Product name	Barcode	Pcs per carton	Volume
<b>FIXATION</b>					
1.	9926	GEL BRILLIANTINE	5901018019716	8	500 g
2.	9940	FIXING HAIR STYLING LOTION STRONG	5901018019730	20	300 ml
3.	9941	FIXING HAIR STYLING LOTION VERY STRONG	5901018019747	20	300 ml
4.	9947	FIXING HAIR STYLING LOTION VERY STRONG	5901018019754	9	1000 ml
5.	9914	FIXING & STYLING GUM	5901018019709	6	200 g
6.	9954	FIXING & STYLING PASTE	5901018019761	6	200 g
7.	9912	FIXING & STYLING CONCRETE GEL	5901018019693	10	200 g
<b>SHINING</b>					
1.	9931	SHINE SPRAY	5901018019723	8	150 ml
<b>SMOOTHNESS &amp; THERMOPROTECTION</b>					
1.	9963	SMOOTHNESS & THERMOPROTECTION SILKY SERUM	5901018019785	9	125 ml
2.	9962	SMOOTHNESS & THERMOPROTECTION STYLING CREAM	5901018019778	10	200 g
3.	9961	SMOOTHNESS & THERMOPROTECTION STYLING SPRAY	5901018019891	20	300 ml
<b>CURLS</b>					
1.	9975	CURLS ENHANCING MOUSSE	5901018019815	22	150 ml
2.	9972	CURLS ENHANCING CREAM	5901018019808	10	200 g
3.	9971	CURLS ENHANCING SPRAY	5901018019792	20	300 ml

## JOANNA PROFESSIONAL – LIGHTENERS

No	Code	Product name	Barcode	Pcs per carton	Volume
1.	9723	Lightener Platinum	5901018019495	8	450 g
2.	9724	Lightener Platinum Classic	5901018019501	8	450 g

## JOANNA PROFESSIONAL – OXIDIZERS

No	Code	Product name	Barcode	Pcs per carton	Volume
1.	9024	Cream oxidizer 3%	5901018008833	9	1000 g
2.	9025	Cream oxidizer 6%	5901018008840	9	1000 g
3.	9026	Cream oxidizer 9%	5901018008857	9	1000 g
4.	9027	Cream oxidizer 12%	5901018008864	9	1000 g
5.	9034	Cream oxidizer 3%	5901018008871	12	130 g
6.	9035	Cream oxidizer 6%	5901018008888	12	130 g
7.	9036	Cream oxidizer 9%	5901018008895	12	130 g
8.	9037	Cream oxidizer 12%	5901018008901	12	130 g

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