

# **JOANNA**



**TINT CREAM** 



**Naturia** 



 $\frac{}{\text{Traditional Recipes}}$ 

PRODUCTS
CATALOGUE
2021



### **Cosmetic Laboratory Joanna**

- · Has its own Production, Quality Control and R&D Laboratory
- · All formulas are developed by Joanna's experienced technologists
  - · Specializes in hair colorants, hair & body care cosmetics
- · Production capacity is 50 million pcs per year (20 million of hair colorants in it)





### **OUR VALUES**

38 years of experience in hair cosmetics and hair dyes

Employs over 340 people

All formulas developed by our own experienced R&D laboratory

100% Polish production

Production capacity is 50 million pcs per year (20 mollon of hair colorants in it)

Over 250 SKU in our portfolio are Vegan products

We don't test our procucts on animals

We care about our environmental in several ways: natural origin ingredients, ecofriendly packaging, short INCI, safe and rational production





DERMATOLOGICALLY TESTED

MILD FORMULA

INTENSIVE COLOUR

### **PERMANENT COLOUR CREAM**

color

3D effect

- FULL OF EXPRESSION, LONG LASTING COLOUR
- PRECISE COLOURING EFFECT
- PERFECT COVERAGE OF GREY HAIR



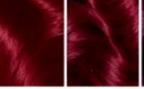




















TEING PR

5



































901018 014360





### **PERMANENT COLOUR CREAM**

### **METALLIC COLOR**



- EXTRA DEEP COLOUR
- UNIQUE COMBINATION OF DYES
- ULTRA METALLIC REFLEX
- TRENDY COLD SHADES



PERFECT COVERAGE **OF GREY** 

LONG LASTING COLOUR











42.5

42.5 NAVY BLACK























# DERMATOLOGICALLY TESTED

# THE MOST BEAUTIFUL COLOURS OF NATURE FOR A LONG TIME





- PERFECT COVERAGE OF GREY HAIR
- RICH AND LONG-LASTING COLOURS









HAIR DYEING PRODUCTS

# MULTI **BLOND**

### Level III PERMANENT COLOUR

# **PERMANENT LIGHTENERS**

DERMATOLOGICALLY **TESTED** 

# PERFECT BLONDE WARRANTY

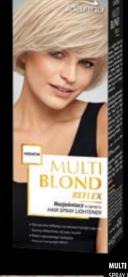
# Naturia

















- MILD FORMULA
- PERFECT PLATINUM SHADES
- HAIR CARE BLOND MASK









Joanna



- MILD FORMULA
- PERFECT PLATINUM SHADES
- HAIR CARE BLOND MASK
- SILK PROTEINS EXTRACT

SILK PROTEINS EXTRACT

HAIR DYEING PRODUCTS

# Naturia Permanent Colour CREAM

# Level III

### **AMMONIA\*\* & PPD\*\*\* FREE**

### DERMATOLOGICALLY TESTED

CARING MILD FORMULA

# organic



- HAIR AND SCALP PROTECTION
- LONG LASTING COLOURS
- PERFECT GREY COVERAGE













**\*** 312





TFA







FLAMING



RODUCTS



















COFFEE



**\*** 350







\*\*Instead of AMMONIA → ETHANOLAMINE \*\*\*PPD – Parafenylenodiamina – substance that causes allergic reactions





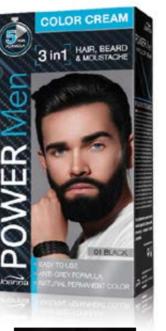
HAIR, BEARD & MOUSTACHE

**VEGAN** 



A HIGH QUALITY PRODUCT DEDICATED
ESPECIALLY FOR MEN, WHICH GIVES THE
EFFECT OF IMMEDIATE AND PERMANENT
COVERAGE OF GREY HAIR.
JUST A FEW MINUTES IS ENOUGH
TO OBTAIN A DISCRETE AND NATURAL
RESULT OF COLOURING OF HAIR,
BEARD OR MUSTACHE.

- SUPER NATURAL EFFECT
- QUICK AND EASY APPLICATION
- PERMANENT COLOUR















**\*** 04 NATURAL BROWN

**PRODUCTS** 

**DYEING** 

HAIR

<sup>\*\*</sup> Instead of AMMONIA -> ETHANOLAMINE

LASTS UP TO 15 WASHES

AMMONIA & OXIDIZER FREE





LASTS UP TO 10 WASHES



# \* Pink













Intensive effect on very light and light hair.

 FASHIONABLE LOOK & INTENSIVE COLOURS

Fluo Color is a new, easy to use, demi-permanent colour dedicated It only takes a while to change hair into super trendy highlights, endings or total colour.

Pastel Color is a new, easy to use, demi-permanent colour dedicated to people who expect subtle nuances of hair shades in the most fashionable colours. It only takes a while to change hair into super trendy highlights, endings or total colour.

Pastel effect on very light, light and lightened hair.

• SUBTLE IMAGE & PASTEL SHADE

16



# **INSTANT COLOUR SHAMPOO**

DERMATOLOGICALLY

4-8 SHAMPOOS

**AMMONIA & OXIDIZER FREE** 

# color

keratin complex



- AMMONIA AND OXIDIZER FREE
- EASY AND QUICK APPLICATION
- VIVID AND BEAUTIFUL HAIR COLOUR























012 CHOCOLATE BROWN









013 EBONY BLACK



**04** RED RASPEBERRY











015 FIERY RED



**DYEING PRODUCTS** 

conditioner

copper shades

conditioner

pink shades of blond













Color

Shampoo

200 ml

brown shades





Color

Hair rinse

- silver 130 ml





Hair rinse

- blue 130 ml



**VEGAN** 













conditioner

silver & platinum shades

brown shades

AMONIA AND OXIDIZER FREE

mahogany & red shades

conditioner

- QUICK AND EASY APPLICATION
- ENHANCED AND REFRESHED **COLOURS**

Ø

DVEING

■ NEW

JOANNA

ULTRA

Suchy

szampon

DRY SHAMPOO

INSTANT HAR REFRESH

**PRODUCTS** 

CARE

HAIR

23



















Direct colour for hair PINK BLOND



• INNOVATIVE TONING PIGMENTS - YOU

CHOOSE THE WAY TO USE THEM: DIRECTLY

ON HAIR, MIX WITH A SHAMPOO OR MIX WITH YOUR FAVOURITE CONDITIONER









Direct colour for hair COPPER



























Direct colour for hair BLACK





VEGAN



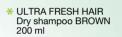
















- SEBUM ABSORBING FORMULA
- NO WHITE RESIDUE ON HAIR
- SUBTLE FRUITY FRAGRANCE
- FOR LIGHT AND DARK HAIR











Hair Spray Volume

extra strong

250 ml

Fixing hair spray

extra strong

250 ml





\*Cream paste 100 q

SMOO THNESS



\* Hair gum 100 g

HEAT

\* Heat protection hair

serum



Fixing paste 100 g

VOLUME

Root lifting hair spray with marine collagen

150 ml



Matte paste with clay 100 g











\* Texturizing and detangling hair spray with green tea and aloe 150 ml



# FIXATION & LONG LASTING EFFECT



### CREATION & STYLING

### STYLING **EFFECT**



Fixing hair spray very strong 250 ml



Fixing hair spray extra strong 250 ml



Extra strong styling mousse 150 ml



Strong styling gel 150 g



Very strong styling gel 150 g



\*Gel brillantine 150 g





\* Hair styling mist 150 ml





★ Smoothing spray 150 ml



\* Styling lotion very strong 150 ml

Very strong styling mousse 150 ml

Silk shine wax



\*Curl spray 150 ml

Wax brillantine



Glossing

spray 150 ml

Styling paste 90 g

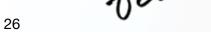


\* Styling gum
100 g
5 901018 012151





\* Salt spray 150 ml



STYLING

**PRODUCTS** 

HAIR

**EFFECT** 

>90% NATURAL ORIGIN INGREDIENTS

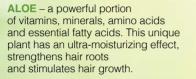
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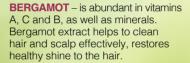
















VEGAN Protein spray conditioner 150 ml



VEGAN
Vinegar spray
conditioner



\* VEGAN Hair oil serum











\* VEGAN
Caring conditioner \* VEGAN Cleansing shampoo with Bergamot with Bergamot





\* VEGAN Nourishing shampoo with Sweet Almond Protein





**PRODUCTS** 

CARE

HAIR

\* VEGAN Nourishing conditioner with Sweet Almond Protein 300 g

• NO INGREDIENTS OF ANIMAL ORIGIN **DELICATE & SENSITIVE HAIR** 

LEAVE-IN CONDITIONER





**ULTRA PROTECTION FOR DYED HAIR** 

**MEGA SHINE EFFECT** 

# COLOR

# · NEW



\* Shampoo moisturizing - strengthening



MANNA

KONOPIE











Conditioner moisturizina strengthening 200 q











HIANNA

KONOPI











JOANNA







\* COLOR CARE Colour protecting shampoo 400 ml

- SPECIAL CARE AND MOISTURIZING **FORMULA**
- REGENERATION AND NOURISHMENT

CANNABIS SATIVA SEED EXTRACT - is a rich source of protein, fatty acids, antioxidants, such as vitamin E, carotene, and other essential nutrients. It stimulates hair growth, makes hair more moisturized and strengthened

ALOE LEAR JUICE - contains proteolytic enzymes which help repair dead skin cells on the scalp, makes hair smooth and shiny. It also helps promote healthy hair growth, prevents scalp itching, reduces dandruff and improves the condition of hair.

SHEA BUTTER - is a rich source of vitamin E, has got deeply nourishing and moisturizing properties.

MACADAMIA OIL - has a moisturizing, nourishing and smoothing effect, gives hair a beautiful shine.

**PANTHENOL** – gives strengthening, moisturizing and conditioning effect

- INNOVATIVE COLOUR CARE COMPLEX
- COLOUR PROTECTION
- UV FILTER

30

PROD

**PRODUCTS** 

HAIR



Traditional recipes































RZEPA

SZAMPON

SHAMPOO







- TRADITIONAL HAIR CARE INGREDIENTS
- PRODUCTS VALUED BY GENERATIONS **OF WOMEN**
- SAFE AND MILD RECIPES

HORSETAIL - a rich source of minerals and vitamin C are important for the health of hair and scalp. prevents hair loss and reduces grease build-up.

ROSEMARY - strengthens weak hair, has a beneficial effect on the hair growth process.

**HONEY** – moisturizes thanks to high content of sugars, amino acids and vitamins.

MILK PROTEINS – are a valuable source of proteins which nourish, moisturize and protect hair.

EGG YOLK - a rich source of protein and lipids which ensure adequate hair moisturizing.

WHEAT SPROUTS - responsible for hair strengthening and making it flexible.

**BLACK RADISH** – improves blood microcirculation in the skin and stimulates hair growth.

**NETTLE** – a valuable source of vitamins, strengthens and balances hair, counteracts seborrheic.

**PRODUCTS** 

CARE

YEAST - is a rich source of B-group vitamins and amino acids, which regulate the processes on the scalp.

HOPS - have anti-seborrheic and strengthening properties.

<sup>\*</sup> Shampoos capacity 300 ml

<sup>\*\*</sup> Conditioners capacity 300 g











Keratyna

Keratin











Spray conditioner (easier hair combing) 150 ml



- DEEP REGENERATION
- INNOVATIVE REBUILDING COMPLEX
- THE EFFECT OF STRENGTHENED AND MOISTURIZED HAIR
- SAFE AND MILD FORMULAS

KERATIN - is a major component of hair, skin, and nails. It's a vital protein that makes up both the internal structure and the outer cuticle of your hair strands. Its loss makes hair porous, dull and coarse. Keratin products rebuild hair, make it stronger and resilient giving it vitality and radiance.

HYDROLYZED SILK PROTEINS - have the ability to replenish cysteine in hair which is one of the four amino acids needed to produce keratin. Additionally, as a result of hydrolysis, hydrolyzed silk proteins have a low molecular weight, so they easier penetrate hair strands. Silk Proteins make hair soft to the touch and smooth. They give it a healthy look and make it easier to comb and reduce static.

SILKY SMOOTH EFFECT

Smoothing serum 30 g

- INTESIVE SHINE
- MOISTURIZED AND FLEXIBLE HAIR

**PRODUCTS** 

CARE

HAIR







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- ARGAN OIL IS PRECIOUS FOR ITS NOURISHING AND ANTIOXIDANT **PROPERTIES**
- IT IS NATURALLY RICH IN VITAMIN E AND FATTY ACIDS (OMEGA 6 AND 9)









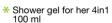
Silky leave-in conditioner 30 ml















- \* Shower gel for him 5in1 300 ml



- ONE PRODUCT WITH MANY WAYS TO USE IT
- SUPER REFRESHING FRAGRANCE
- ENERGIZING EFFECT

CARE PRODUCTS

**PRODUCTS** 

CARE

BODY







and resilient.



















Body lotion goat milk 200 g







Foot cream argan oil 100 g



Hand cream argan oil 100 g



Foot cream goat milk 100 g



Hand cream goat milk 100 g



Foot cream marine collagen 100 g

- LINE DEDICATED FOR HOME SPA
- 90% NATURAL ORIGIN INGREDIENTS
- SMOOTH SKIN EFFECT ALL DAY LONG
- VEGAN FORMULA

SILK PROTEINS – bind water in the skin, which effectively smooths the skin, ensures a proper protection and beautiful look.

ARGAN OIL – rich in vitamin E and essential faty acids (oleic

acid and linoleic acid) deeply hydrates the skin.

MARINE COLLAGEN – intensely hydrates the skin, makes it firm

**GOAT MILK** – has nourishing properties, perfectly moisturizes the skin, leaving it firm and healthy looking.

NATURAL MICROBEADS FROM APRICOT SEEDS & TAGUA NUTS



MEGA SMOOTH SKIN

HEALTHY LOOK

# Naturia



Active carbon 100 ml



Olive 100 ml

ARGAN OIL – rebuilds the hydrolipid coat of the skin.

ACTIVE CARBON – detoxifies the skin, leaving it smooth and soft.

OLIVE OIL - strengthens the protective layer of the epidermis.

LILAC EXTRACT - moisturizes, refreshes and energizes.

**HEMP EXTRACT** – nourishes and moisturizes.

BLACK ROSE EXTRACT - gives an anti-ageing effect.

**RASPBERRY EXTRACT** – refreshes, soothes and improves the appearance of the skin.

GRAPEFRUIT EXTRACT - moisturizes, refreshes and energizes.

STRAWBERRY EXTRACT – soothes, moisturizes and rebuilds the hydrolipid coat of the skin.

BLACK CURRANT EXTRACT – cleanses, tones and moisturizes the skin.

APRICOT SEEDS MICROBEADS – gently exfoliate dead skin and are 100% biodegradable.

TAGUA NUTS GRANULES – natural 100% biodegradable, extracted from tropical nuts grown in South America.

It gently exfoliates dead skin cells, leaving the skin cleansed and fresh.



Lilac 100 ml



Cannabis 100 ml



Black Rose 100 ml



Raspberry 100 ml





Strawberry 100 ml



Black currant 100 ml

- 90% NATURAL INGREDIENTS
- FANTASTIC SMOOTH SKIN EFFECT
- 100% BIODEGRADABLE MICROBEADS
- REFRESHING AND MOISTURIZING

40

**PRODUCTS** 

CARE

BODY











Soap with balm raspberry 500 ml





GEL FOR INTIMAT

Joan

Naturia

ŽEL DO HIGIENY

INTYMNE



Joanna

Naturia

**ŽEL DO HIGIENY** 

INTYMNEL

ESTRACT Z AUGUSTIC

LINCOSPORT

GEL FOR INTIMATE













- LIQUID SOAP WITH BALM
- SPECIAL CARE FORMULA
- SMOOTHING AND MOISTURIZING

**OLIVE OIL** – strengthens the protective layer of the epidermis, nourishes and regenerates.

**ARGAN OIL** – strengthens the protective layer of the epidermis, moisturizes and soothes the skin.

**RASPBERRY EXTRACT** – refreshes, soothes and improves the appearance of the skin.

**OAK BAR EXTRACT** – provides antibacterial properties, supports the treatment of inflammatory conditions of the skin and mucous membranes.

MARIGOLD – provides soothing and anti-inflammatory properties, supports the natural process of skin regeneration.

RIBWORT – guarantees anti-inflammatory, soothing and protective effect on the mucous membranes and the skin.

**LACTIC ACID** – maintains proper pH and reduces the risk of infection.

- GENTLE CARE
- MILD AND REFRESHING FORMULA

BODY

BODY









\* Glicerin hand cream lemon extract





\* Glicerin hand cream olive oil 50 ml





- SMOOTHNESS AND PROTECTION
- MOISTURE AND RESTORE

**CUCUMBER EXTRACT** - rich in mineral salts and active organic ingredients regenerates and refreshes the skin.

LEMON EXTRACT - rich in fruit acids and mineral salts. refreshes and moisturizes.

OLIVE OIL - strengthens the protective layer of the epidermis, nourishes and regenerates











JOSTA

Naturia















\* Mango & papaya 100 ml





\* Aloe & lime 100 ml





\*Grapefruit & orange 100 ml



- SUPER FRUITY FRAGRANCES
- EXTREMLY ENERGIZING
- FANTASTIC RELAXATION AND REFRESHING



\* Transparent del for precision shaving 150 g





\* After shave balm hypoallergenic 100 g





\* After shave balm for sensitive skin 100 q





\*Shampoo & shower gel 3 in 1, 300 ml





\* Shampoo & shower gel 3 in 1, 100 ml





\*Shampoo anti-dandruff 200 ml





\*Shampoo against gray hair 200 ml





\* Shower gel black pepper & guarana, 300 ml





\* Shower ael 4 in 1 cannabis seed 300 ml



- MOISTURIZING AND REFRESHING
- ULTRA EFFECTIVE FORMULA
- CLENSING AND DETOXIFING FUNCTION

### **BLACK PEPPER AND GUARANA EXTRACTS**

- energize and stimulate the skin.

**ALLANTOIN AND PROVITAMIN B5** – soothe irritations and regenerate the skin.

CANNABIS SATIVA SEED EXTRACT - rich source of protein. fatty acids, antioxidants, such as vitamin E, carotene, and other essential nutrients, which moisturize the skin.

PP VITAMIN - makes the skin and hair look healthy and radiant.

**HYDROMANIL** – traps water on the cornified skin, facilitating the transfer of water molecules into deeper layers. At the same time it reduces water loss from the surface of the skin, resulting in an immediate and long-lasting effect of moisturization.

ALOE LEAF JUICE - contains proteolytic enzymes which soothe and help repair dead skin cells, leaves skin smooth and healthy.

VITAMIN E - prevents inflammation, successfully, enhancing the skin repair process.

**PRODUCTS** 

CARE



Gel wax body strips with grapefruit extract - dry skin

VELVETY SMOOTH SKIN

\* Gel wax face strips

- dry skin

ALOE VERA EXTRACT - soothes and moisturizes the skin.

ARGAN OIL - moisturizes and nourishes the skin.

HONEY MELON EXTRACT - leaves the skin soothed and moisturized.

OAT MILK - moisturizes the skin, leaving it perfectly nourished and velvety smooth.

PP VITAMIN - makes the skin look healthy and radiant.

PINK GRAPEFRUIT EXTRACT - moisturizes and smoothes the skin.







\* Hair removal cream for sensitive areas with oat milk 100 a







\* Soothing after wax oil 150 ml



Sensua

DEPILATORY BODY STRIPS

\* Body strips with

6 x 2

aloe - sensitive skin

\* Soothing after shave lotion - delaying hair growth 150 g



\* Face strips with aloe - sensitive skin 6 x 2





- melon 200 ml



MOISTURIZING AND SOOTHING FORMULA

PRECISING PRODUCTS



argan oil - dry skin 6 x 2

\* Face strips with

**PRODUCTS** 

CARE









\* VEGAN Hair removal cream



**\*** VEGAN Face removal cream









\* 3.0 Dark Brown



- NO INGREDIENTS OF ANIMAL ORIGIN
- 100% NATURAL INGREDIENTS
- BIODEGRADABLE PACKAGING

CARNAUBA WAX - is a natural wax of the leaves of the palm Copernicia prunifera.

ARGAN OIL - moisturizes and nourishes the skin.

ALOE VERA EXTRACT - soothes and moisturizes the skin.

SEA ALGAE - moisturize and have anti-inflammatory properties.

CASTOR OIL - moisturizes and regenerates hair, improves its condition.

VITAMIN E - regenerates and strengthens.

- ENHANCED EYEBROW SHAPE
- LONG LASTING COLOUR
- NATURAL EFFECT
- QUICK AND EASY APPLICATION

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**PRODUCTS** 

**BODY CARE** 



Laboratorium Kosmetyczne Joanna Sp.j. B. Górka, R. Korczak