

JOANNA

PRODUCTS CATALOGUE 2022

MULTI CREAM COLOR





Sensual

TINT

JOANNA

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)
- Takes part in several Private Label projects
- 40 years of experience in hair cosmetics and hair dyes
- Employs over 340 people
- 100% Polish production
- Over 250 SKU in our portfolio are Vegan products
- We don't test our products on animals
- We care about our environmental in several ways: natural origin ingredients, ecofriendly packaging, short INCI, safe and rational production





- creamy lightener for whole hair up to 4 tones
- lightener for whole hair & highlights up to 9 tones
- perfect cool blonde shades
- blonde booster conditioner
- yellow tones neutralizing formula

HAIR DYEING PRODUCTS

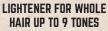
PERMANENT LIGHTENER / LEVEL III















CREAMY HAIR LIGHTENER FOR WHOLE HAIR 4 TONES





HAIR DYEING **PRODUCTS**

PERMANENT COLOUR CREAM / LEVEL III







- intensiv whole hair lightener up to 4-5 tones
- platinum hair lightener up to 9 tones
- reflex spray lightener
- maximum lightening effect
- hair care blond mask
- silk proteins extract













HAIR DYEING PRODUCTS

PERMANENT LIGHTENER / LEVEL III

- super lightener for whole hair & highlitghts up to 5-6 tones
- reflex spray lightener
- pure platinum shades
- maximum lightening effect
- hair care blond mask
- silk proteins extract & keratin















HAIR DYEING PRODUCTS

PERMANENT LIGHTENER / LEVEL III





- perfect blonde shades
- silk proteins extract
- lightner for whole hair & highlitghts up to 4-5 tones
- whole hair lightener up to 4-6 tones





NATURIA BLOND FOR HIGHLIGHTS 4-6 TONES





NATURIA BLOND FOR WHOLE HAIR 4-5 TONES







- 19 full of expression shades
- 3D effect
- intensive long lasting colour
- precise colouring effect
- perfect coverage of gray hair

HAIR DYEING **PRODUCTS**

PERMANENT COLOUR CREAM / LEVEL III



30 CARAMEL BLOND 5 901018 014193



30,5 SUNNY BLOND 5 901018 014209



31 SANDY BLOND 5 901018 014216



31,5 ROSE BLOND 5 901018 018139



32 PLATINUM BLOND 5 901018 014223 >





33 NATURAL BLOND 5 001018 014320



34 INTENSIVE RED



35 CHERRY RED



36 ROYAL BURGUNDY 5 001018 011001



37 JUICY EGGPLANT



38 CHESTNUT BROWN 5 001018 014385



39 NUT BROWN 001018 014303



39,5 TEA BROWN 001018 014308



40 CINNAMON BROWN 5 001018 014315



41 CHOCOLATE BROWN 001018 014333



42 EBONY BLACK 001018 014330



43 FIERY RED 001018|014346



001018 014353



44 INTENSIVE COPPER 44,5 COPPER BROWN



HAIR DYEING PRODUCTS

PERMANENT COLOUR CREAM / LEVEL III











- 5 modern shades
- 5D effect
- unique combination of dyes
- perfect coverage of gray hair
- ultra metallic reflex



28 VERY LIGHT PEARL BLOND





40,5 COLD BROWN





29 VERY LIGHT ICE BLOND





32,5 NAVY BLACK





32,5 SILVER BLOND







- 13 absolutely fantastic colours
- 0% ammonia, parabens, silicone & ppd
- caring & mild formula
- unique water polymer intensive long lasting colour







311 PLATINUM



312 NATURAL
5 901018 020200 >



313 CARAMEL
5 901018 020217 >



314 GREY



320 FLAMING
5 901018 020231 >



321 CHESTNUT

5 901018 020248 >



333 EGGPLANT
5 901018 020255 >



339 COCDA
5 901018 020262 >



340 TEA
901018 020279 >



341 CHOCOLATE



342 COFFEE
5 901018 020293 >



350 EBONY

901018 020309 >

HAIR DYEING PRODUCTS

PERMANENT COLOUR CREAM / LEVEL III









HAIR DYEING **PRODUCTS**

PERMANENT COLOUR **CREAM / LEVEL III**









turia PERMANENT COLOR CREAM

- 26 shades inspired by nature
- long lasting colour
- peach extract & milk proteins
- perfect coverage of gray hair



208 ROSE BLOND 901018 017910



209 BEIGE BLOND 901018 010782



210 NATURAL BLOND 901018 007614



211 GOLDEN SAND 001018 004668



212 NOBLE PEARL 901018 004675



213 SILVER DUST



214 PIGEON GRAY



215 COLD BLOND 901018 015701



218 COPPER BLOND 5 001018 015718



219 SWEET TOFFEE 5 901018 015725



220 FLAMING SPARK



221 AUTUMN LEAF 5 901018 004705



222 WILD CHESTNUT 5 001018 004712



230 JUICY RASPBERRY 5 901018 004729



231 RED CURRANT 5 001018 004736



232 RIPE CHERRY 00101010004743



233 DEEP BURGUNDY 901018 004750



234 PLUMMY EGGPLANT 901018-004767



235 FOREST BERRY 901018 004774



237 COLD BROWN 5 901018 015732



238 FREEZING BROWN 001018 010700



239 MILK CHOCOLATE 001018 007621



240 SWEET CAPPUCING 901018 004781



241 NUT BROWN 901018 004798



242 ROAST COFFEE 001018 004804



243 BLACK LILAC 001018 004811

POWER Men

- 3 universal colours
- 5 minutes anti-grey formula
- quick & easy application
- multifunction use (hair, beard, moustache)
- 0% ammonia & ppd



01 BLACK





02 DARK BROWN





04 NATURAL BROWN



HAIR DYEING PRODUCTS

PERMANENT COLOUR CREAM / LEVEL III





HAIR DYEING **PRODUCTS**

COLOUR CONDITIONER (DEMI-PERMANENT) / **LEVEL II**







PASTEL COLOR

- 4 washable colours lasts 10 washes
- quick & easy application
- subtle pastel effect
- ammonia & oxidizer free



PINK





JEANS





TURQUOISE





SILVER



FLUO COLOR

- 4 washable colours lasts 15 washes
- quick & easy application
- intensive fluo effect
- ammonia & oxidizer free



PINK





RED





TURQUOISE





NAVY BLUE



HAIR DYEING PRODUCTS

COLOUR CONDITIONER (DEMI-PERMANENT) / LEVEL II







INTENSYWNY KOLOR NA CAŁYCH WŁOSACH, KOŃCÓWKACH LUB PASEMKACH INTENSE COLORS FOR HAIR, ENDS AND HAIR LIGHTS POLECANY DO WŁOSÓW BARDZO JASNYCH ORAZ JASNYCH RECOMENDED FOR VERY LIGHT AND LIGHT URZYMUJE SIĘ DO 15 MYĆ LASTS FOR UP TO 15 WASHINGS

HAIR DYEING PRODUCTS

INSTANT COLOUR SHAMPOO / LEVEL I



- 15 inspiring shades
- ammonia & oxidizer free
- washable colours lasts 4-8 washes
- quick & easy application
- keratin complex







01 SANDY BLOND 001018 015114



02 PEARLY BLOND



03 NATURAL BLOND 001019 015139



04 RASPBERRY RED 5 901018 015145



05 CURRANT RED 5 901018 015152





06 CHERRY RED



07 IDEEP BURGUNDY 901018"015176"





08 JUICY EGGPLANT 5 001018 015183



09 NUT BROWN



10 CHESTNUT BROWN



11 COFFEE BROWN 001018 015213















15 FIERY RED

COLOR

- specialized color care line for gray, blonde, brown, ginger & mahogany hair
- quick & easy application
- enhanced & refreshed colours
- several products: shampoos, conditioners, rinses & toning pigments
- mild & safe dyes
- immediately effect



SHAMPOO FOR COLD BLONDS -LIGHTENED AND GRAY HAIR 200 ML 5 901018 000240 >



SHAMPOO FOR COLD BLONDS LIGHTENED AND GRAY HAIR 400 ML 5 901018 014124 >



CONDITIONER FOR BLONDS LIGHTENED AND GRAY HAIR 200 G



TONING PIGMENT COLD BLOND 100 ML 5 901018 020590 >



HAIR RINSE - BLUE 150 ML



SOFT DYEING

& HAIR CARE

PRODUCTS

ENHANCING CONDITIONER COLD BLONDS 100 G



SHAMPOD FOR SILVER BLONDS 200 ML

5 901018 020620 >



SHAMPOO FOR SILVER BLONDS 400 ML 5 901018 020637 >



CONDITIONER FOR SILVER BLONDS 200 G 5 901018 020613 >



TONING PIGMENT SILVER BLOND 100 ML 5 901018 019624 >



HAIR RINSE - SILVER 150 ML 5 901018 014940 >



ENHANCING CONDITIONER SILVER BLONDS 100 G



SHAMPOO FOR BLONDS - LIGHTENED AND GRAY HAIR - PINK SHADE 200 ML



CONDITIONER FOR BLONDS

- PINK SHADE 200 G

5 901018 018832 >



TONING PIGMENT PINK BLOND 100 ML



HAIR RINSE - PINK 150 ML 5 901018 014131 >



ENHANCING CONDITIONER PINK 100 G



SHAMPOO FOR GOLDEN BLOND 200 ML 5 901018 018849 >



ENHANCING CONDITIONER GOLDEN BLONDS 100 G 5 901018 018382 >



SHAMPOO FOR COPPER HAIR 200 ML

5 901018 017286 >



TONING PIGMENT COPPER 100 ML



ENHANCING CONDITIONER COPPER 100 G 5 901018 018351 >



SHAMPOO FOR RED HAIR 200 ML 5 901018 008192 >



ENHANCING CONDITIONER RED 100 G

5 901018 018399 >



SHAMPOO FOR BROWN HAIR 200 ML

5 901018 014117 >



TONING PIGMENT BROWN 100 ML 5 901018 019655 >



ENHANCING CONDITIONER BROWN 100 G



HAIR STYLING PRODUCTS



- 16 multifunction products
- 2 in 1 styling & hair care
- easy application
- heat protection
- super natural look







HAIR SPRAY KERATIA EXTRA STRONG 250 ML



MOUSSE EXTRA HOLD VOLUME 150 ML



MOUSSE VERY STRONG 150 ML























STYLING **EFFECT**

HAIR STYLING **PRODUCTS**

- 11 products for creation & styling
- fixation & long lasting effect
- easy application
- several possibilities & effects















5 901018 012199 >



VERY STRONG MODELING GEL 150 G 5 901018 012069 >



5 901018 012052 >







5 901018 012151 >



5 901018 012137 >



5 901018 012212 >





- quick refresh
- push-up effect
- sebum absorbing formula
- no white residue on hair
- subtle fruity fragrance
- variant for light & brown hair
- good hair day every day



DRY SHAMPOO CLASSIC 200 ML





DRY SHAMPOO BROWN 200 ML



after COV19 therapy

- complex therapy for covid 19 convalescents, which prevents hair loss
- innovative reach conditioning formula
- special care for weakened & falling out hair
- products tested on covid-19 convalescents
- black radish extract stimulates hair growth
- nettle extract strengthens & balances hair
- horsetail prevents hair loss & reduces development of grease



SHAMPOO AFTER COV19 THERAPY 400 ML





CONDITIONER AFTER COV19 THERAPY 200 G





RUB-ON CONDITIONER AFTER COV19
THERAPY 100 ML







- vegan care formula
- no ingredients of animal origin
- short inci
- moisturizing, cleansing& nourishing products
- 4 basic components: aloe, bergamot, sweet almond protein, raspberry vinegar



MOISTURIZING SHAMPOO WITH ALOE VERA 300 ML





CLEANSING SHAMPOO WITH BERGAMOT 300 ML





REGENERATING SHAMPOO WITH ALMOND PROTEIN 300 ML





GLOSS SHAMPOO WITH RASPBERRY VINEGAR 300 ML





MOISTURIZING CONDITIONER WITH ALOE VERA 300 G





CLEANSING CONDITIONER WITH BERGAMOT 300 G





REGENERATING CONDITIONER WITH ALMOND PROTEIN 300 G





SPRAY CONDITIONER
WITH ALMOND PROTEIN & BERGAMOT
150 ML





SPRAY CONDITIONER
WITH RASPBERRY VINEGAR
150 ML





SERUM OIL 30 G



CANNABIS SEED

- special care for delicate & sensitive hair
- strengthening & moisturizing formula
- 11 products for complex care
- conditioning aloe leaf juice
- moisturizing cannabis sativa seed extract



MOISTURIZING AND STRENGTHENING SHAMPOO





STRENGTHENING SHAMPOO FOR FALLING OUT HAIR





CLEANSING SHAMPOO FOR OILY HAIR 400 ML





MOISTURIZING AND STRENGTHENING SHAMPOO 200 ML





MOISTURIZING AND STRENGTHENING CONDITIONER 200 G





MOISTURIZING AND STRENGTHENING HAIR SPRAY TWO PHASE CONDITIONER 150 ML





MOISTURIZING MASK 150 G





SILKY LEAVE-IN CONDITIONER 30 ML





MOISTURIZING
AND STRENGTHENING
HAIR RUB ON CONDITIONER
100 ML





STRENGTHENING RUB ON CONDITIONER FOR FALLING OUT HAIR 100 ML





RUB ON CONDITIONER
FOR OILY HAIR
100 MI



HAIR CARE PRODUCTS

COLOR

- ultra protection for dyed hair
- 4 products for complex care
- nourishing & moisturizing shea butter
- conditioning panthenol
- color protection uv filter
- smoothing macadamian oil



SHAMPOO FOR DYED CARE 400 ML





CONDITIONER FOR DYED HAIR 200 G





SHAMPOO FOR DYED CARE 200 ML





SPRAY CONDITIONER 150 ML



KERATIN

- deep regeneration for coarse dull & damaged hair
- 6 strengthening products for total care
- innovative rebuilding complex
- moisturizing wheat proteins



SHAMPOO WITH KERATIN 400 ML





SHAMPOO WITH KERATIN 200 ML





CONDITIONER WITH KERATIN





SPRAY CONDITIONER WITH KERATIN





HAIR MASK WITH KERATIN 150 G





50 G



HAIR CARE PRODUCTS

SILK

- deep moisturizing products for dry & damaged hair
- 5 smoothing products for complex care
- hydrolyzed silk proteins
- intensive shine
- flexible hair effect



SMOOTHING SHAMPOO 400 ML





SMOOTHING SHAMPOO 200 ML





SMOOTHING CONDITIONER 200 G





SPRAY CONDITIONER 150 ML





ARGAN

- regeneration for dry and damaged hair
- 7 products for complex care
- nourishing argan oil
- strengthening castor oil



SHAMPOO WITH ARGAN OIL FOR DAMAGED HAIR 400 ML





SHAMPOO WITH ARGAN OIL FOR DAMAGED HAIR 200 ML





CONDITIONER WITH ARGAN OIL 200 G





TWO-PHASE CONDITER WITH ARGAN OIL 150 ML





HAIR MASK WITH ARGAN OIL 150 G





SERUM FOR HAIR ENDINGS WITH ARGAN OIL 50 G





SILKY LEAVE-IN CONDITIONER WITH ARGAN OIL 30 ML



HAIR CARE **PRODUCTS**

- traditional hair care ingredients
- 10 products for 5 several hair needs
- safe & mild recipes based on natural herbs extracts

Traditional Recipes

- natural herbs extracts
- moisturizing honey
- horsetail prevents hair loss & reduces development of grease
- black radish extract stimulates hair growth









TRADITIONAL RECIPES SHAMPOO TRADITIONAL RECIPES SHAMPOO WITH HONEY AND MILK PROTEINS 300 ML WITH HORSETAIL AND ROSEMARY 300 ML



TRADITIONAL RECIPES SHAMPOO TRADITIONAL RECIPES SHAMPOO WITH YOLK AND WHEAT SPROUTS 300 ML WITH BLACK RADISH AND NETTLE 300 ML













TRADITIONAL RECIPES CONDITIONER WITH HOP AND YEAST 300 G





TRADITIONAL RECIPES CONDITIONERS WITH HONEY AND MILK PROTEINS 300 G





TRADITIONAL RECIPES CONDITIONER IORSETAIL AND ROSEMARY 300 G





TRADITIONAL RECIPES CONDITIONER WITH YOLK AND CASTOR OIL 300 G





TRADITIONAL RECIPES CONDITIONERS WITH BLACK RADISH AND NETTLE 300 G



Naturia

- complex care for 4 hair types: normal, dyed, oily & dry
- 4 products shampoos with conditioner 2 in 1
- natural extracts: cherry, sweet flag, wheat & sea algae
- cleansing & conditioning formula



SHAMPOO WITH CONDITIONER FOR DYED HAIR WITH CHERRY 500 MI





SHAMPOO WITH CONDITIONER OR OLLY HAIR WITH SWEET FLAG 500 M





SHAMPOO WITH CONDITIONER FOR DRY AND DAMAGED HAIR WITH WHEAT 500 ML





SHAMPOO WITH CONDITIONER FOR ALL HAIR TYPES WITH SEA ALGAE 500 ML



HAIR & BODY CARE PRODUCTS FOR MEN

POWER

- sensitive refreshing formulas
- energizing & moisturizing components: black pepper & guarana, hydromanil, cannabis seed extract
- 5 products for complex men care: 2 shampoos (anti-dandruff & anti-graying), 2 shower gels 3 in 1, 1 product 4 in 1
- cleansing & soothing function



SHOWER GEL 4 IN 1 WITH HEMP EXTRACT AND VITAMIN PP 300 ML





SHOWER GEL 3 IN 1 WITH BLACK PEPPER AND GUARANA 300 ML





SHOWER GEL 3 IN 1 WITH ALLATOIN AND HYDROMANIL 300 ML





ANTI-DANDRUFF SHAMPOO 200 ML





SHAMPOO FOR GRAYING HAIR 200 ML



Sensual

- 4 type products for complex care: shower gels, body balms, hand and foot creams
- up to 90% natural ingredients formulas
- smooth skin effect all day long

BODY CARE PRODUCTS

- known and valued ingredients:
 - silk proteins smooths the skin
 - argan oil deeply hydrates the skin
 - marine collagen makes the skin firm
 - & resilient
 - goat milk nourishes & moisturizes the skin































BODY CARE PRODUCTS

Naturia

- relaxing & refreshing formulas
- 5 shower gels with safe vegan ingredients & super fruity fragrances: orange, cherry, mango, lime, raspberry & strawberry
- 4 bath salts for home spa with extra fresh & relaxing fragrances: rose, lilac, lavender & forest
- 4 body balms with known and valued ingredients: sea algae, olive oil, green tea & lilac
- 3 mild & refreshing intimate gels with protective ingredients:
 - lactic acid reduces the risks of infection
 - oakbar extract provides antibacterial properties
 - marigold supports the natural process of skin
 - regeneration
 - ribwort plantain guarantees anti-inflamatory soothing and protective effect













5 901018 001544

5 901018 002510

5 901018 020415

5 901018 020422



5 901018 015503



BATH SALT FOREST 5 901018 015510



5 901018 015534



BATH SALT LAVENDER 5 901018 015541



MOISTURIZING BODY BALM WITH SEA ALGAE 500 G 5 901018 008031



NOURISHING BODY BALM WITH OLIVE OIL 500 G 5 901018 008048



CARING BODY BALM WITH GREEN TEA 500 G 5 901018 008055



REGENERATING BODY BALM WITH LILAC 500 G 5 901018 014674 >



INTIMATE LIQUID
RIBWORTH PLAINTAIN 240 ML 5 901018 018498 >



5 901018 018481 >





Naturia

BODY CARE PRODUCTS

- special care for hands
- moisturizing & smoothing formula
- 3 hand creams with glycerin and extracts: cucumber, lemon, olive oil
- 3 liquid hand soaps with balm and extracts: olive oil, argan oil & raspberry



GLICERIN HAND CREAM

5 901018 020118 >



GLICERIN HAND CREAM

5 901018 020125 >



GLICERIN HAND CREAM

5 901018 020132 >



LIQUID SOAP WITH BALM ARGAN OIL 500 ML

5 901018 014742 >



LIQUID SOAP WITH BALM RASPBERRY 500 ML

5 901018 014766 >



LIQUID SOAP

5 901018 014759 >

HAIR REMOVAL PRODUCTS

Sensual

- 100% natural vegan formula
- 4 precising products:2 hair removal creams, 1 body wax strips, 1 face wax strips
- known & valued ingredients:
 - carnauba wax natural palm wax
 - aloe vera extract soothes & moisturizes the skin
 - argan oil moisturizes & nourishes the skin
 - sea algae moisturize & have anti-inflammatory properties
- biodegradable packaging





DEPILATORY BODY STRIPS VEGETAL WAX 6X2



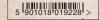


DEPILATORY FACE STRIPS VEGETAL WAX 6X2





BODY DEPILATORY CREAM ALOE 100 G





FACE DEPILATORY CREAM SEA ALGAE 20 G

5 901018 019235 >

Sensual

HAIR REMOVAL PRODUCTS

- moisturizing & smoothing formula
- 6 precising products: 2 hair removal creams, 1 body wax strips, 2 face wax strips, 1 shaving gel
- velvety smooth skin

- traditional & valued ingredients:
 - aloe vera extract, honey melon extract soothes & moisturizes the skin
 - argan oil moisturizes & nourishes the skin
 - oat milk nourishes & smoothes



DEPILATORY BODY STRIPS WITH ALOE 6X2

5 901018 013899 >





DEPILATORY FACE STRIPS WITH ARGAN OIL 6X2 5 901018 013950 >



SHAVING GEL FOR WOMEN WITH MELON 6X2

5 901018 079390 >



BODY DEPILATORY CREAM
FOR SENSITIVE AREAS - OAT MILK 1006

5 901018 019419 >



EYELASHES & EYEBROWS PRODUCTS

MultiLASHES

- eyelash enhanced serum
- hyaluronic acid strengthens & nourishes
- longer & thicker eyelashes
- reduces hair loss
- quick effect after 3 weeks of regular use
- easy application



MULTILASHES EYELASH ENHANCING SERUM 4 MI

5 901018 016623 >

TINT

- enhanced eyebrow shape
- two universal shades: black & dark brown
- long lasting color
- valued ingredients:
 - castor oil moisturizes & regenerates hair
 - vitamin E regenerates & strengthens
- natural effect
- quick & easy application

EYELASHES & EYEBROWS PRODUCTS



PROFESSIONAL QUALITY

| Solvent and solvent for the solvent fo

EYEBROW AND EYELASHE TINT BLACK

5 901018 016173 >

EYEBROW AND EYELASHE TINT DARK BROWN

5 901018 016180



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