

PRODUCTS CATALOGUE 2024

TINT

POWER Organic MEN Organic





#### 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
- More than 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 up to 9 tones
- perfect cool blonde shades
- blonde booster conditioner
- yellow tones neutralizing formula

### HAIR DYEING PRODUCTS

#### PERMANENT LIGHTENER / LEVEL III









LIGHTENER FOR WHOLE HAIR UP TO 9 TONES





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
- maximum lightening effect
- hair care blond mask
- silk proteins extract
- 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





PLATINUM UP TO 9 TONES 5 901018 020569 >











5 901018 019136 >



REFLEX SPRAY
LIGHTENER

5 901018 015350 >



### NATURIA

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

### HAIR DYEING PRODUCTS

#### PERMANENT LIGHTENER / LEVEL III







NATURIA BLOND FOR HIGHLIGHTS 4-6 TONES





NATURIA BLOND FOR WHOLE HAIR 4-5 TONES





#### HAIR DYEING **PRODUCTS**

#### PERMANENT LIGHTENER / LEVEL III













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



30 CARAMEL BLOND 5 001018 014103



30,5 SUNNY BLOND 5 901018 014209



31 SANDY BLOND 5 001018 014216



31,5 ROSE BLOND 5 001018 018130



32 PLATINUM BLOND 5 901018 014223



33 NATURAL BLOND 5 901018 014230



34 INTENSIVE RED 901018 014247



35 CHERRY RED 901018 014254



36 ROYAL BURGUNDY 001018014361



37 JUICY EGGPLANT 001018 014378



38 CHESTNUT BROWN 



39 NUT BROWN 



39.5 TEA BROWN 



40 CINNAMON BROWN 



41 CHOCOLATE BROWN 



42 EBONY BLACK 5 901018 014339



43 FIERY RED 901018 014346



5 901018 014353



44 INTENSIVE COPPER 44,5 COPPER BROWN 



- 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



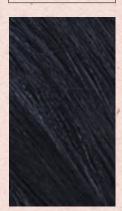


29 VERY LIGHT ICE BLOND



32,5 SILVER BLOND

5 901018 018146



32,5 NAVY BLACK



### HAIR DYEING PRODUCTS

PERMANENT COLOUR CREAM / LEVEL III









#### HAIR DYEING **PRODUCTS**

**PERMANENT COLOUR** CREAM / LEVEL III















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













311 PLATINUM 

312 NATURAL 

313 CARAMEL

901018 020217

314 GREY 0010181020224















**339** COCOA 



340 TEA 











350 EBONY 

#### COLOR **NATURIA**

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



208 ROSE BLOND 5 901018 017910



209 BEIGE BLOND 5 901018 010782



210 NATURAL BLOND 5 901018 007614



211 GOLDEN SAND 5 901018 004668



212 NOBLE PEARL 5 901018 004675



213 SILVER DUST 5 901018 004682



214 PIGEON GRAY 5 901018 004699



215 COLD BLOND 901018 015701



218 COPPER BLOND 5 901018 015718



219 SWEET TOFFEE 5 901018 015725



220 FLAMING SPARK 5 901018 007638



221 AUTUMN LEAF 001018 004705



222 WILD CHESTNUT 901018 004713



230 JUICY RASPBERRY 231 RED CURRANT 001018 004729



901018 004736



232 RIPE CHERRY 5 901018 004743



233 DEEP BURGUNDY 901018 004750



234 PLUMMY EGGPLANT 901018 004767



235 FOREST BERRY 901018 004774



237 COLD BROWN 901018 015732



238 FREEZING BROWN



239 MILK CHOCOLATE 901018 007621



240 SWEET CAPPUCINO 901018 004781



241 NUT BROWN 001018 004708





243 BLACK LILAC 901018 004811



#### HAIR DYEING **PRODUCTS**

**PERMANENT COLOUR** CREAM / LEVEL III











## HAIR DYEING PRODUCTS

PERMANENT LIGHTENER/ LEVEL III

# POWER

- lightener for whole hair & sunny highlights up to 9 tones
- luminous cool shade
- blonde booster conditioner
- anti-yellow effect formula
- dermatologically tested





CREAMY LIGHTENER FOR MEN UP TO 9 TONES 5 901018 021184 >

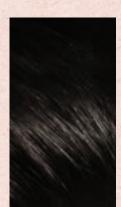
# POWER

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



O1 BLACK





02 DARK BROWN





04 NATURAL BROWN



### HAIR DYEING PRODUCTS

#### PERMANENT COLOUR CREAM / LEVEL III





## HAIR DYEING PRODUCTS

COLOUR CONDITIONER (DEMI-PERMANENT) / LEVEL II







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





**PINK**5 901018 017446 >



**JEANS**5 901018 017460 >



**SILVÉR**5 901018 017477 >

### MULTI EFFECT

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

### HAIR DYEING PRODUCTS

INSTANT COLOUR SHAMPOO / LEVEL I



01,5
ULTRA LIGHT BLOND
5 901018 020705 >



02,5 PINK BLOND 5 901018 920712 >



03,5 SILVER BLOND





01 SANDY BLOND
5 901018 015114 >



02 PEARLY BLOND
5 901018 015121 >



03 NATURAL BLOND



04 RASPBERRY RED



05 CURRANT RED



06 CHERRY RED



07 IDEEP BURGUNDY

5 901018 015176 >



08 JUICY EGGPLANT

5 901018 015183 >



09 NUT BROWN
5 901018 015190



10 CHESTNUT BROWN
5 901018 015206 >



11 COFFEE BROWN
5 901018 015213 >



12 CHOCOLATE BROWN
5 901018 015220 >



13 EBONY BLACK
5 901018 015237 >



AROMATIC CAPPUCCINO
5 901018 015244 >



15 FIERY RED



#### SOFT DYEING & HAIR CARE PRODUCTS

## 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



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



CONDITIONER FOR BLONDS LIGHTENED AND GRAY HAIR 200 G 5 901018 004651 >



ENHANCING CONDITIONER COLD BLONDS 100 G 5 901018 018375 >



SHAMPOO FOR COLD BLONDS LIGHTENED AND GRAY HAIR 400 ML 5 901018 014 124 >





## COLOR

#### SOFT DYEING & HAIR CARE PRODUCTS



SHAMPOO 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 CONDITIONE SILVER BLONDS 100 G



SHAMPOO FOR BLONDS - LIGHTENED AND GRAY HAIR - PINK SHADE 200 ML 5 901018 017286 >



CONDITIONER FOR BLONDS PINK SHADE 200 G PINK SHADE 200 G S 901018 018832 >



TONING PIGMENT PINK BLOND 100 ML 5 901018 019631 >



HAIR RINSE - PINK 150 ML 5 901018 014131 >



ENHANCING CONDITIONER PINK 100 G 5 901018 020095 >



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 >



ENHANCING CONDITIONER BROWN 100 G 5 901018 018368 >



SHAMPOO FOR COPPER HAIR 200 ML
5 901018 017286 >



ENHANCING CONDITIONER COPPER 100 G

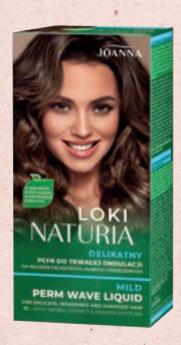
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### PERM WAVE PRODUCTS

# Naturia

- birch nourishes and improves the condition, elasticity and softness of hair hops has a revitalizing effect on the hair, stimulates the production of collagen, elastin and hyaluronic acid nettle moisturizes, regenerates and accelerates hair growth
- hydrolized keratin proteins regenerate, care and intensively moisturize, preventing moisture from escaping from the hair structure
- 3 variants : mild, normal, strong
- effect of natural and elastic curly hair
- increased hair volume

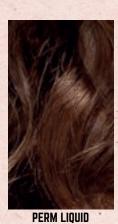












MILD 5 901018 021139 >



PERM LIQUID STRONG

5 901018 021153 >



## HAIR STYLING PRODUCTS

- 20 multifunction products
- several possibilities & effects
- super natural look
- fixation & long lasting effect

easy application



HAIR SPRAY EXTRASTRONG 250 ML

5 901018 019259 >



HAIR SPRAY WITH KERATIN VERY STRONG 250 ML

5 901018 019242 >



HAIR SPRAY VOLUME 250 ML

5 901018 018887 >



HAIR MOUSSE WITH KERATIN EXTRASTRONG 150 ML

5 901018 019273 >



HAIR MOUSSE WITH KERATIN VERY STRONG 150 ML

5 901018 019266 >



HAIR MOUSSE VOLU

5 901018 018894 >



LOTION HAIR STYLING 150 ML

5 901018 012090 >



CURLS SPRAY 150 ML

5 901018 012182 >



HAIR STYLING MIST

5 901018 012106 >



VOLUME HAIR SPRAY 150 ML

5 901018 018924



THERMO PROTECTION HAIR SPRAY

5 901018 018931 >



150 G

5 901018 012236 >



EXTRA STRONG HAIR GEL 150 G

5 901018 931889 >



VERY STRONG HAIR GEL 150 G

5 901018 012069 >



150 G

5 901018 012199 >



120 G

5 901018 012120



HAIR GUM SILVER EXTRA STRONG 100 G

5 901018 012151 >



MATIFYING PASTE EXTRA STRONG 90 G

5 901018 019426 >



MODELING PASTE EXTRA STRONG 90 G

5 901018 012137 >

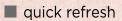


WAX BRILIANTINE 45 G

5 901018 012212 >

#### HAIR REFRESHING PRODUCTS

# Fresh



- 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



#### **SPRAY CONDITIONERS**

- total hair conditioning products for dry hare
- 3 variants of specialized hare care
- hair botox with fito keratin and collagen, hyaluronic acid and innovative silicones
- hydrolyzed silk proteins
- rebuilding keratin complex

### HAIR CARE PRODUCTS



KERATIN REBUILDING SPRAY CONDITIONER 150 ML





SILK SMOOTHING SPRAY CONDITIONER 150 ML





BOTOX REBUILDING & SMOOTHING SPRAY CONDITIONER 150 ML



### HAIR CARE PRODUCTS





- 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





REGENERATING SHAMPOO WITH ALMOND PROTEIN 300 ML





MOISTURIZING CONDITIONER WITH ALOE VERA 300 G





SPRAY CONDITIONER WITH RASPBERRY VINEGAR 150 ML





HAIR OIL SERUM 30 G



#### Traditional Recipes

#### HAIR CARE **PRODUCTS**

- traditional hair care ingredients
- 9 products for 5 several hair needs
- safe & mild recipes based on natural herbs extracts
- natural herbs extracts
- moisturizing honey
- horsetail prevents hair loss & reduces development of grease
- black radish extract stimulates hair growth





TRADITIONAL RECIPES SHAMPOO WITH EGG YOLK AND VEGETABLE PROTEINS 300 ML









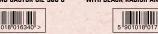














TRADITIONAL RECIPES CONDITIONERS WITH BLACK RADISH AND NETTLE 300 G







### HAIR CARE PRODUCTS

#### CANNABIS SEED

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



MOISTURIZING AND STRENGTHENING SHAMPOO 400 ML





MOISTURIZING AND STRENGTHENING CONDITIONER 200 G





STRENGTHENING SHAMPOO FOR FALLING OUT HAIR 400 ML





MOISTURIZING AND STRENGTHENING HAIR RUB ON CONDITIONER 100 MI





MOISTURIZING AND STRENGTHENING SHAMPOO 200 ML





STRENGTHENING RUB ON CONDITIONER FOR FALLING OUT HAIR 100 ML



# Curls

## HAIR CARE PRODUCTS

- line dedicated to curly, wavy, frizzy and permed hair
- The CURL COMPLEX used in the formula contains rice and yeast amino acids and tomato bioferment, thanks to which it optimally moisturizes and highlights the curls, increasing their durability.



SHAMPOO FOR CURLY HAIR 300 ML



## HAIR CARE PRODUCTS

### 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 200 G





SPRAY CONDITIONER WITH KERATIN





150 g





REBUILDING SERUM 50 G



### SILK

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

## HAIR CARE PRODUCTS



SMOOTHING SHAMPOO 400 ML





SMOOTHING CONDITIONER





SMOOTHING SHAMPOO 200 ML





150 MI



## HAIR CARE PRODUCTS

### 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





SERUM FOR HAIR ENDINGS WITH ARGAN OIL 50 G





SILKY LEAVE-IN CONDITIONER WITH ARGAN OIL 30 ML



### HAIR therapy

### HAIR CARE PRODUCTS

- line dedicated to weakened and falling hair
- contains herbal extracts, Vital Hair complex, panthenol and vitamin PP
- the active ingredients used reduce excessive hair loss, stimulate hair growth, and strengthen it



SHAMPOO FOR FALLING OUT HAIR 300 ML





RUB-ON CONDITIONER FOR FALLING OUT HAIR 100 ML



# HAIR CARE PRODUCTS FOR MEN

- strengthening hair care line
- inhibits hair loss
- vital complex strengthening booster

# POWER

- niacynamid normalizing and regulating function
- anti-dandruff hair care
- anti-graying formula
- dermatologically tested



ANTI-DANDRUFF SHAMPOO 200 ML





ANTI-GRAYING SHAMPOO 200 ML





STRENGTHENING SHAMPOO 200 ML





STRENGTHENING RUB-ON CONDITIONER 100 ML



### Naturia

- complex care for 4 hair types: normal, dyed, oily & dry
- 4 products shampoos with conditioner 2 in 1

## HAIR CARE PRODUCTS

- natural extracts: cherry, sweet flag, wheat & sea algae
- cleansing & conditioning formula



SHAMPOO WITH CONDITIONER FOR DYED HAIR WITH CHERRY 500 MI





SHAMPOO WITH CONDITIONER FOR OILY HAIR WITH SWEET FLAG 500 ML





SHAMPOO WITH CONDITIONER FOR DRY





SHAMPOO WITH CONDITIONER



### BODY CARE PRODUCTS



- complex care for all skin types
- nourishing formulas with up to 90 % natural ingredients
- smooth skin effect all day long
- active ingredients: silk proteins, vitamin complex, argan oil, ceramides, hemp oil, panthenol, goat milk and prebiotics







#### **BODY CARE PRODUCTS**



CREAMY SHOWER GEL SILK APROTEINS & VITAMIN COMPLEX 500ML 5 901018 010744 >

BODY LOTION
SILK PROTEINS & VITAMIN COMPLEX 2006 5 901018 011017 >



HAND CREAM SILK PROTEINS & VITAMIN COMPLEX 100G 5 901018 018795 >



CREAMY SHOWER GEL ARGAN OIL & CERAMIDES 500ML 5 901018 010911 >



BODY LOTION ARGAN OIL & CERAMIDES 200G 5 901018 011024



HAND CREAM ARGAN OIL & CERAMIDES 100G 5 901018 012328 >



FOOT CREAM ARGAN OIL & CERAMIDES 100G 5 901018 012632 >



CREAMY SHOWER GEL GOAT MILK & PREBIOTICS 500ML 5 901018 012298 >



Y LOTION GOAT MILK & PREBIOTICS 200G 5 901018 012304 >



HAND CREAM GOAT MILK & PREBIOTICS 100G

5 901018 012311 >



FOOT CREAM GOAT MILK & PREBIOTRICS 100G 5 901018 012625 >

## BODY CARE PRODUCTS



- designed for daily care of the intimate areas
- cleanses and leaves a long-lasting feeling of freshness
- formula contains: lactic acid, panthenol, allantoin
- supports regeneration of the skin in the intimate areas
- moisturizes, nourishes and restores softness
- neutralizes unpleasant odors



SENSUAL GENTLE INTIMATE HYGIENE FOAM

5 901018 021368 >

### Naturia

- relaxing & refreshing formulas
- 6 shower gels with safe vegan ingredients & super fruity fragrances: orange, cherry, mango, lime, olive, raspberry & strawberry

#### **BODY CARE PRODUCTS**



5 901018 001537 >



5 901018 001544 >



5 901018 002510



SHOWER GEL STRAWBERRY 300 ML

5 901018 020415 >



SHOWER GEL RASPBERRY 300 ML 5 901018 020422 >



SHOWER GEL OLIVE 300 ML 5 901018 011277 >

### BODY CARE PRODUCTS

### Naturia

- moisturizing & smoothing formula
- 3 liquid hand soaps with balm and extracts: olive oil, argan oil & raspberry
- 4 body balms with known and valued ingredients: sea algae, olive oil, green tea & lilac



LIQUID SOAP WITH BALM ARGAN OIL 500 ML

5 901018 014742 >



LIQUID SOAP - WITH BALM RASPBERRY 500 ML

5 901018 014766 >



LIQUID SOAP WITH BALM OLIVE OIL 500 ML

5 901018 014759 >



MOISTURIZING BODY BALM WITH SEA ALGAE 500 G

5 901018 008031 >



NOURISHING BODY BALM WITH OLIVE OIL 500 G



CARING BODY BALM WITH GREEN TEA 500 G

ASSOCIAL NATURAL SALES AND CONTRACT OF THE PROPERTY OF THE PRO

REGENERATING BODY BALM WITH LILAC 500 G

5 901018 014674 >

# POWER

## BODY CARE PRODUCTS

- sensitive refreshing formulas
- energizing & moisturizing components: black pepper
   guarana, hydromanil, cannabis seed extract
- 4 products for complex men care
- 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 4 IN 1 WITH HEMP EXTRACT AND VITAMIN PP 300 ML





SHOWER GEL 3 IN 1 WITH ALLATOIN AND HYDROMANIL 300 ML





SHOWER GEL 3 IN 1 WITH ALLANTOIN AND HYDROMANIL 100 ML



#### HAIR REMOVAL PRODUCTS

### Sensual

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

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



DEPILATORY BODY STRIPS WITH ALOE 6X2

5 901018 013899 >



DEPILATORY FACE STRIPS WITH ALOE 6X2

5 901018 013905 >



SHAVING GEL FOR WOMEN WITH MELON 6X2

5 901018 079390 >



BODY DEPILATORY CREAM FOR SENSITIVE AREAS - OAT MILK 100G

5 901018 019419 >



LEG DEPILATORY CREAM
- HEMP SEEDS
100G

5 901018 021405

## POWER

- 5 minutes formula
- eliminates dark and short hair
- dedicated for all body parts
- hemp oil moisturizes and nourishes the skin
- perfectly smooth skin
- dermatologically tested



BODY HAIR REMOVAL CREAM FOR MENV

5 901018 021085 >

#### 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



EYEBROW AND EYELASH TINT BLACK

5 901018 016173 >





EYEBROW AND EYELASH TINT DARK BROWN

5 901018 016180 >



#### LABORATORIUM KOSMETYCZNE JOANNA SP.J. B. GÓRKA, R. KORCZAK

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