



JOANNA

## PRODUCTS CATALOGUE 2026

**POWER  
MEN**  
  
**TINT**

Organic  
NATURIA  
  
MULTI  
CREAM  
COLOR

**S**  
SENSUAL  
**S**



# 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 environment in several ways: natural origin ingredients, ecofriendly packaging, short INCI, safe and rational production



# MULTI BLOND

- 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 & highlights 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 COLOUR  
CREAM / LEVEL III



PLATINUM  
UP TO 9 TONES



INTENSIV 4-5 TONES



SUPER 5-6 TONES



REFLEX SPRAY  
LIGHTENER



# HAIR DYEING PRODUCTS

PERMANENT COLOUR CREAM / LEVEL III



## BLOND NATURIA

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



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



NATURIA BLOND FOR WHOLE HAIR 4-5 TONES



NATURIA BLOND FOR HIGHLIGHTS 4-6 TONES



LIGHTENER FOR WHOLE HAIR UP TO 9 TONES



**3D**  
effect

# MULTI CREAM COLOR

Permanent Color Cream

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

# HAIR DYEING PRODUCTS

## PERMANENT LIGHTENER / 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 901018 014230 >



**34** INTENSIVE RED



5 901018 014247 >



**35** CHERRY RED



5 901018 014254 >



**36** ROYAL BURGUNDY



5 901018 014261 >



**37** JUICY EGGPLANT



5 901018 014278 >



**38** CHESTNUT BROWN



5 901018 014285 >



**39** NUT BROWN



5 901018 014292 >



**39,5** TEA BROWN



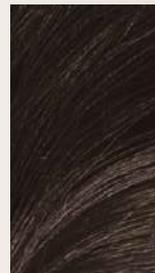
5 901018 014308 >



**40** CINNAMON BROWN



5 901018 014315 >



**41** CHOCOLATE BROWN



5 901018 014322 >



**42** EBONY BLACK



5 901018 014339 >



**43** FIERY RED



5 901018 014346 >



**44** INTENSIVE COPPER



5 901018 014353 >



**44,5** COPPER BROWN

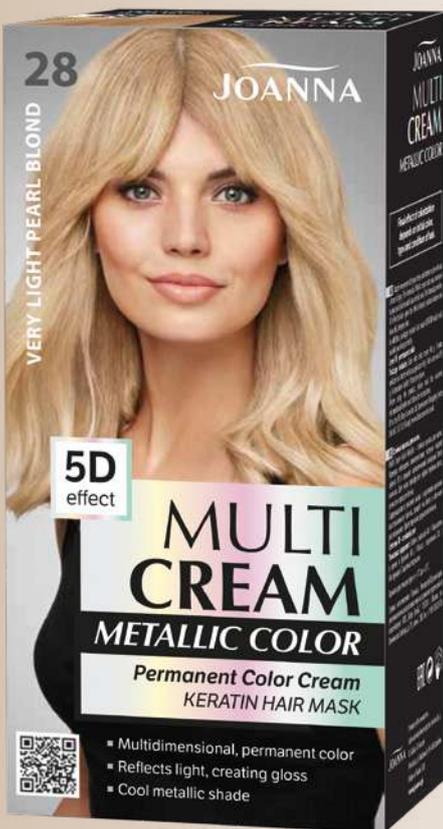


5 901018 014360 >



# HAIR DYEING PRODUCTS

## PERMANENT LIGHTENER / LEVEL III



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



**28** VERY LIGHT PEARL BLOND



**29** VERY LIGHT ICE BLOND



**32,5** SILVER BLOND



**40,5** COLD BROWN



**32,5** NAVY BLACK



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

## PERMANENT COLOUR CREAM / LEVEL III



INTENSIVE  
**COLOUR**



100%  
**VEGAN FORMULA**



DERMATOLOGICALLY  
**TESTED**



**311 PLATINUM**



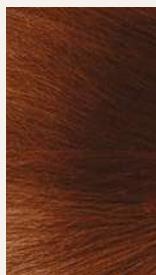
**312 NATURAL**



**313 CARAMEL**



**314 GREY**



**321 CHESTNUT**



**339 COCOA**



**340 TEA**



**341 CHOCOLATE**



**342 COFFEE**



**350 EBONY**



# HAIR DYEING PRODUCTS

## PERMANENT COLOUR CREAM / LEVEL III

INTENSIVE COLOUR

DERMATOLOGICALLY TESTED



# COLOR NATURIA

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



208 ROSE BLOND



209 BEIGE BLOND



210 NATURAL BLOND



211 GOLDEN SAND



212 NOBLE PEARL



213 SILVER DUST



214 PIGEON GRAY



215 COLD BLOND



218 COPPER BLOND



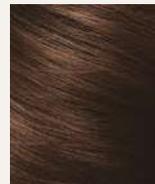
219 SWEET TOFFEE



220 FLAMING SPARK



221 AUTUMN LEAF



222 WILD CHESTNUT



230 JUICY RASPBERRY



231 RED CURRANT



232 RIPE CHERRY



233 DEEP BURGUNDY



234 PLUMMY EGGPLANT



235 FOREST BERRY



237 COLD BROWN



238 FREEZING BROWN



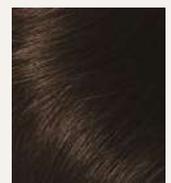
239 MILK CHOCOLATE



240 SWEET CAPPUCINO



241 NUT BROWN



242 ROAST COFFEE



243 BLACK LILAC



# ULTRA COLOR

Retouch color cream

Solution for maintaining vibrant hair color between full dyeing sessions:

- 15 min formula
- natural dying effect
- permanent coverage of gray hair
- ammonia & PPD free

# HAIR DYEING PRODUCTS

**PERMANENT COLOUR  
CREAM / LEVEL III**



RETOUCH COLOR CREAM DARK BLOND  
TO LIGHT BROWN



RETOUCH COLOR  
CREAM MEDIUM BROWN



RETOUCH COLOR  
CREAM DARK BROWN



# HAIR DYEING PRODUCTS

## INSTANT COLOUR TONER / LEVEL 1

# ULTRA COLOR TONER

 **100% VEGAN FORMULA**

 **DERMATOLOGICALLY TESTED**

- 8 trendy shades
- subtly changes natural hair color
- temporary effect lasting 3-6 washes
- enriched with ceramides for smooth, cared-for hair
- easy application thanks to a precision applicator



HAIR COLORING TONER  
COCONUT LATTE 100G



HAIR COLORING TONER  
CREAMY LATTE 100G



HAIR COLORING TONER  
ROSE LATTE 100G



HAIR COLORING TONER  
STRAWBERRY LATTE 100G



HAIR COLORING TONER  
SWEET CAPPUCCINO 100G



HAIR COLORING TONER  
MILK CHOCOLATE 100G



HAIR COLORING TONER  
CINNAMON CHOCOLATE 100G



HAIR COLORING TONER  
CHILLY LATTE 100G



# PASTEL COLOR

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



**PINK**



**JEANS**



**SILVER**



**TURQUOISE**



## HAIR DYEING PRODUCTS

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



# HAIR DYEING PRODUCTS

## INSTANT COLOUR SHAMPOO / LEVEL I

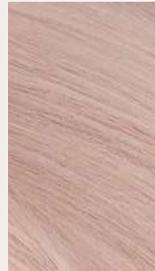


# COLOR MULTI EFFECT

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



**01,5**  
ULTRA LIGHT BLOND



**02,5**  
PINK BLOND



**03,5**  
SILVER BLOND



**01** SANDY BLOND



**02** PEARLY BLOND



**03** NATURAL BLOND



**04** RASPBERRY RED



**05** CURRANT RED



**06** CHERRY RED



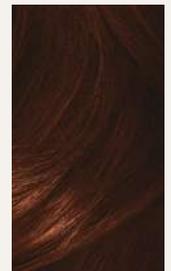
**07** DEEP BURGUNDY



**08** JUICY EGGPLANT



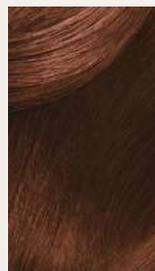
**09** NUT BROWN



**10** CHESTNUT BROWN



**11** COFFEE BROWN



**12** CHOCOLATE BROWN



**13** EBONY BLACK



**14** AROMATIC CAPPUCCINO



**15** FIERY RED



# HAIR CARE PRODUCTS

## ICONIC PRODUCT **Blond system**

Blond System is a complete care line designed specifically for blonde and lightened hair.

- dedicated care for blonde, lightened, and bleached hair
- restores softness, smoothness, and luminous shine
- helps maintain a healthy, vibrant blonde without dullness
- reduces roughness and frizz
- leaves hair light, silky, and visibly nourished



ICONIC SHAMPOO FOR BLOND AND BLEACHED HAIR



ICONIC MASK FOR BLOND AND BLEACHED HAIR



BLOND SYSTEM ICONIC SMOOTHING SERUM



## VIRAL PRODUCT **Color system**

Color System is an advanced haircare line created to protect, enhance, and prolong the beauty of color-treated hair.

- dedicated care for color-treated hair
- helps protect color from fading
- enhances color intensity and vibrancy
- adds long-lasting shine
- smooths, nourishes, and strengthens the hair fiber



VIRAL SHAMPOO FOR COLOURED HAIR



VIRAL MASK FOR COLOURED HAIR



VIRAL LEAVE-IN CONDITIONING SPRAY WITH HEAT PROTECTION



# SOFT DYEING & HAIR CARE PRODUCTS

# ULTRA 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



**COLOR BOOSTING HAIR MASK  
COLD BLOND 100 G**



**COLOR BOOSTING HAIR MASK  
SILVER BLOND 100 G**



**COLOR BOOSTING HAIR MASK  
PINK SHADES 100 G**



**COLOR BOOSTING HAIR MASK  
BROWN 100 G**



**COLOR BOOSTING HAIR MASK  
COPPER 100 G**



**COLOR BOOSTING HAIR MASK  
RED 100 G**



**TONING PIGMENT COLD  
BLOND 100 ML**



**TONING PIGMENT SILVER  
BLOND 100 ML**



**TONING PIGMENT PINK  
BLOND 100 ML**



# ULTRA COLOR

# SOFT DYEING & HAIR CARE PRODUCTS



SHAMPOO FOR COLD BLONDS -  
LIGHTENED AND GRAY HAIR 200 ML



SHAMPOO FOR COLD BLONDS  
LIGHTENED AND GRAY HAIR 400 ML



SHAMPOO FOR SILVER  
BLONDS 200 ML



SHAMPOO FOR SILVER BLONDS  
400 ML



SHAMPOO FOR COPPER  
HAIR 200 ML



SHAMPOO FOR BROWN  
HAIR 200 ML



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



SHAMPOO FOR RED HAIR  
200 ML



CONDITIONER FOR BLONDS  
LIGHTENED AND GRAY HAIR 200 G



CONDITIONER FOR SILVER  
BLONDS 200 G



COLOR BOOSTING CONDITIONER  
COPPER SHADES 200 G



COLOR BOOSTING CONDITIONER  
BROWN SHADES 200 G



CONDITIONER FOR BLONDS  
PINK SHADE 200 G



COLOR BOOSTING CONDITIONER  
RED SHADES 200 G



HAIR RINSE - BLUE  
150 ML



HAIR RINSE - SILVER  
150 ML



HAIR RINSE - PINK  
150 ML



HAIR RINSE SPRAY BLUE  
150 ML



HAIR RINSE SPRAY SILVER  
150 ML



HAIR RINSE SPRAY PINK  
150 ML



# PERM WAVE PRODUCTS

# loki Naturia

■ strengthening herbal extract:

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



PERM LIQUID NORMAL



PERM LIQUID MILD



PERM LIQUID STRONG



# 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



EYEBROW AND EYELASH TINT DARK BROWN



# STYLING EFFECT

- 21 multifunction products
- several possibilities & effects
- super natural look
- fixation & long lasting effect
- easy application

# STYLING HAIR PRODUCTS



HAIR SPRAY EXTRASTRONG  
250 ML



HAIR SPRAY WITH KERATIN  
VERY STRONG 250 ML



HAIR SPRAY VOLUME  
250 ML



HAIR MOUSSE WITH KERATIN  
EXTRASTRONG 150 ML



HAIR MOUSSE WITH KERATIN  
VERY STRONG 150 ML



HAIR MOUSSE VOLUME  
150 ML



LOTION HAIR STYLING  
150 ML



CURLS SPRAY  
150 ML



HAIR STYLING MIST  
150 ML



VOLUME HAIR SPRAY  
150 ML



THERMO PROTECTION HAIR SPRAY  
150 ML



GEL BRILLANTINE  
150 g



EXTRA STRONG HAIR GEL  
150 g



VERY STRONG HAIR GEL  
150 g



CURLS CREAM  
150 g



HAIR SILK  
25 g



HAIR GUM SILVER  
EXTRA STRONG 100 g



MATIFYING PASTE  
EXTRA STRONG 90 g



MODELING PASTE  
EXTRA STRONG 90 g



WAX BRILLANTINE  
45 g



VOLUME HAIR POWDER  
10g



# HAIR STYLING PRODUCTS



# ULTRA Fresh HAIR

## HAIR ROOT RETOUCH

- spray for retouching roots, gray, thinning hair
- instant coverage
- effect lasts until next wash



HAIR RETOUCH  
MEDIUM BROWN 75 ML



HAIR RETOUCH  
DARK BROWN 75 ML



DRY SHAMPOO CLASSIC  
200 ML



DRY SHAMPOO BROWN  
200 ML



- 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



# 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 HORSETAIL AND ROSEMARY 300 ML



TRADITIONAL RECIPES SHAMPOO WITH EGG YOLK AND VEGETABLE PROTEINS 300 ML



TRADITIONAL RECIPES SHAMPOO WITH BLACK RADISH AND NETTLE 300 ML



TRADITIONAL RECIPES SHAMPOO WITH HOP AND YEAST 300 ML



TRADITIONAL RECIPES SHAMPOO WITH HONEY AND MILK PROTEINS 300 ML



TRADITIONAL RECIPES CONDITIONER WITH HORSETAIL AND ROSEMARY 300 G



TRADITIONAL RECIPES CONDITIONER WITH YOLK AND CASTOR OIL 300 G



TRADITIONAL RECIPES CONDITIONERS WITH BLACK RADISH AND NETTLE 300 G



TRADITIONAL RECIPES STRENGTHENING RUB-ON CONDITIONER HORSETAIL 100 G



# HAIR CARE PRODUCTS

# CANNABIS SEED

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



**MOISTURIZING AND STRENGTHENING SHAMPOO 400 ML**



**STRENGTHENING SHAMPOO FOR FALLING OUT HAIR 400 ML**



**MOISTURIZING AND STRENGTHENING SHAMPOO 200 ML**



**MOISTURIZING AND STRENGTHENING CONDITIONER 200 G**



**MOISTURIZING AND STRENGTHENING HAIR RUB ON CONDITIONER 100 ML**



**STRENGTHENING HAIR RUB ON CONDITIONER FOR FALLING OUT HAIR 100 ML**



# Curly

## 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



MASK FOR CURLY HAIR  
300 G

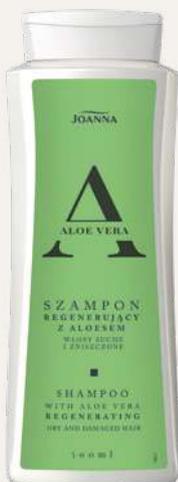


SERUM FOR CURLY HAIR  
50 G



## ALOE VERA

- deeply hydrate, restore shine, and revitalize dry, damaged hair
- enriched with vitamins and amino acids, products enhance hair elasticity and strength



REGENERATING SHAMPOO WITH ALOE VERA  
500 ML



REGENERATING MASK WITH ALOE VERA  
500 G



## CHAMOMILE

- provides intense hydration and revitalization, enhancing natural shine and beauty
- Infused with chamomile&soothing properties, promotes healthy, radiant hair.



MOISTURIZING SHAMPOO WITH CHAMOMILE  
500 ML



MOISTURIZING MASK WITH CHAMOMILE  
500 G



# HAIR CARE PRODUCTS



## BOMB LINE

- a line infused with one key ingredient and defined by its primary function
- active ingredients: Vitamin complex (A, E, B6, B5) + biotin, ceramides, nettle, horsetail, hops, calamus, burdock
- unique formulas:  
 VITAMIN BOMB - regeneration  
 CERAMIDE BOMB - rebuilding  
 HERBAL BOMB - cleansing and detangling



**CERAMIDE BOMB**  
REBUILDING SHAMPOO 500 ML



**VITAMIN BOMB**  
REGENERATING SHAMPOO 500 ML



**HERBAL BOMB**  
CLEANSING SHAMPOO 500 ML



**HERBAL BOMB**  
DETANGLING SPRAY CONDITIONER  
300 ML



**CERAMIDE BOMB**  
REBUILDING MASK  
500 G



**VITAMIN BOMB**  
EXPRESS REGENERATING MASK  
500 G



# KERATIN

# HAIR CARE PRODUCTS

- 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 ML**



**HAIR MASK WITH KERATIN  
150 G**



**REBUILDING SERUM  
50 G**



# HAIR CARE PRODUCTS

# ARGAN OIL



- regeneration for dry and damaged hair
- 6 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 FOR DAMAGED HAIR**  
200 G



**REGENERATING HAIR MASK**  
150 G



**SERUM FOR HAIR ENDINGS WITH ARGAN OIL**  
50 G



**SILKY LEAVE-IN CONDITIONER WITH ARGAN OIL**  
25 ML



# SILK

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



SMOOTHING SHAMPOO  
200 ML



SMOOTHING CONDITIONER  
200 G



SPRAY CONDITIONER  
150 ML



# HAIR CARE PRODUCTS

## HAIR therapy

- 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



GIFT SET  
SHAMPOO 300 ML, RUB-ON CONDITIONER 100 ML



# HAIR CARE PRODUCTS



# VEGAN

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



**MOISTURIZING SHAMPOO WITH ALOE VERA**  
300 ML



**CLEANSING SHAMPOO WITH BERGAMOT**  
300 ML



**MOISTURIZING CONDITIONER WITH ALOE VERA**  
300 G



**SPRAY CONDITIONER WITH RASPBERRY VINEGAR**  
150 ML



**HAIR OIL SERUM**  
25 G



# Naturia

## HAIR CARE PRODUCTS

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



SHAMPOO WITH CONDITIONER FOR DYED HAIR WITH CHERRY 500 ML



SHAMPOO WITH CONDITIONER FOR OILY HAIR WITH SWEET FLAG 500 ML



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



SHAMPOO WITH CONDITIONER FOR OILY HAIR WITH SWEET FLAG 500 ML



# BODY CARE PRODUCTS

# Naturia



- relaxing & refreshing formulas
- 8 shower gels with safe vegan ingredients & revitalizing fragrances: orange, cherry, mango & papaya, lime, aloe, olive, raspberry, strawberry & lilac



SHOWER GEL MANGO AND PAPAYA 300 ML



SHOWER GEL CHERRY AND CURRANT 300 ML



SHOWER GEL GRAPEFRUIT AND ORANGE 300 ML



SHOWER GEL STRAWBERRY 300 ML



SHOWER GEL RASPBERRY 300 ML



SHOWER GEL OLIVE 300 ML



SHOWER GEL ALOE AND LIME 150 ML



SHOWER GEL MANGO AND PAPAYA 150 ML



SHOWER GEL LILAC 100ML



## Naturia Travel Size Collection

designed for on-the-go convenience and a mindful daily care routine. Carefully developed formulas for effective cleansing and optimal care anytime and anywhere.

- perfect for travel and active lifestyles
- nature-inspired ingredients leave skin and hair fresh, smooth, and radiant
- compact, easy-to-carry formats



**NATURIA HONEY & LEMON  
SHAMPOO 100 ML**



**NATURIA NETTLE & GREEN TEA  
SHAMPOO 100 ML**



**NATURIA CUCUMBER & ALOE  
SHAMPOO & SHOWER GEL 100 ML**



**NATURIA ELDERFLOWER  
SHAMPOO & SHOWER GEL 100 ML**



**NATURIA HONEY & LEMON  
CONDITIONER 100 G**



**NATURIA MANGO & PAPAYA  
SHOWER GEL 100 ML**



**NATURIA ALOE & LIME  
SHOWER GEL 100 ML**



**POWER MEN 3-IN-1  
FRESH SHOWER GEL FOR MEN 100 ML**



# 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



LIQUID SOAP  
WITH Balm RASPBERRY 500 ML



LIQUID SOAP  
WITH Balm OLIVE OIL 500 ML



MOISTURIZING BODY BALM  
WITH SEA ALGAE 500 G



NOURISHING BODY BALM  
WITH OLIVE OIL 500 G



CARING BODY BALM  
WITH GREEN TEA 500 G



REGENERATING BODY BALM  
WITH LILAC 500 G



# Sensual

## HAIR REMOVAL PRODUCTS

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

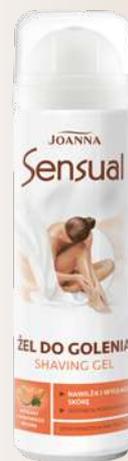
- traditional & valued ingredients:
  - aloe vera extract, honey melon extract soothes & moisturizes the skin
  - hemp oil moisturizes and nourishes the skin
  - oat milk nourishes & smoothes



DEPILATORY BODY STRIPS  
WITH ALOE 6X2



DEPILATORY FACE STRIPS  
WITH ALOE 6X2



SHAVING GEL FOR WOMEN  
WITH MELON 6X2



BODY DEPILATORY CREAM  
FOR SENSITIVE AREAS  
- OAT MILK 100G



LEG DEPILATORY CREAM  
- HEMP SEEDS  
100G



- 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  
260 ML



# BODY CARE PRODUCTS

# SENSUAL

- 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



**CREAMY SHOWER GEL HEMP OIL & PANTHENOL 500ML**



**BODY LOTION HEMP OIL & PANTHENOL 200G**



**FOOT CREAM HEMP OIL & PANTHENOL 100G**



**CREAMY SHOWER GEL SILK PROTEINS & VITAMIN COMPLEX 500ML**



**BODY LOTION SILK PROTEINS & VITAMIN COMPLEX 200G**



**HAND CREAM SILK PROTEINS & VITAMIN COMPLEX 100G**



**CREAMY SHOWER GEL ARGAN OIL & CERAMIDES 500ML**



**BODY LOTION ARGAN OIL & CERAMIDES 200G**



**HAND CREAM ARGAN OIL & CERAMIDES 100G**



**FOOT CREAM ARGAN OIL & CERAMIDES 100G**



**CREAMY SHOWER GEL GOAT MILK & PREBIOTICS 500ML**



**BODY LOTION GOAT MILK & PREBIOTICS 200G**



**HAND CREAM GOAT MILK & PREBIOTICS 100G**



**FOOT CREAM GOAT MILK & PREBIOTICS 100G**



# FLORAL BOMB

- gently cleanse and care for the skin, leaving it moisturized and smooth
- enriched with effective active ingredients supporting hydration and the skin's protective barrier
- skin-friendly formulas with elegant, long-lasting floral fragrances

# BODY CARE PRODUCTS



FLOWER BOMB SHOWER GEL  
CHERRY BLOSSOM 500ML



FLOWER BOMB SHOWER GEL  
ORANGE BLOSSOM 500ML



FLOWER BOMB SHOWER GEL  
LILY 500ML



FLOWER BOMB BODY LOTION  
CHERRY BLOSSOM 500G



FLOWER BOMB BODY LOTION  
ORANGE BLOSSOM 500G



FLOWER BOMB BODY LOTION  
LILY 500G



# HAIR AND BODY CARE



Joanna's Sense Collection proves that everyday care can become a small ritual of pleasure. Carefully crafted formulas are inspired by iconic, feminine fragrance compositions: Romantic Elixir, Sheer Vanille, and Forbidden Desire.

The collection includes:

- moisturizing shower gels with panthenol, gentle on the skin and non-drying,
- hair shampoos with ceramides, which strengthen the hair and restore smoothness and shine,
- body lotions with a creamy formula, enriched with oils and ceramides, providing long-lasting nourishment and a subtle



JOANNA'S SENSE  
FORBIDDEN DESIRE SHAMPOO 80ML



JOANNA'S SENSE FORBIDDEN  
DESIRE SHOWER GEL 80ML



JOANNA'S SENSE FORBIDDEN  
DESIRE BODY BALM 80G



JOANNA'S SENSE FORBIDDEN  
DESIRE HAND CREAM 20G



JOANNA'S SENSE ROMANTIC  
ELIXIR SHAMPOO 80ML



JOANNA'S SENSE ROMANTIC  
ELIXIR SHOWER GEL 80ML



JOANNA'S SENSE ROMANTIC  
ELIXIR BODY BALM 80G



JOANNA'S SENSE ROMANTIC  
ELIXIR HAND CREAM 20G



JOANNA'S SENSE SHEER  
VANILLE SHAMPOO 80ML



JOANNA'S SENSE SHEER  
VANILLE SHOWER GEL 80ML



JOANNA'S SENSE SHEER  
VANILLE BODY BALM 80G



JOANNA'S SENSE SHEER  
VANILLE HAND CREAM 20G



# POWER MEN

- 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**



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



**01 BLACK**



**02 DARK BROWN**

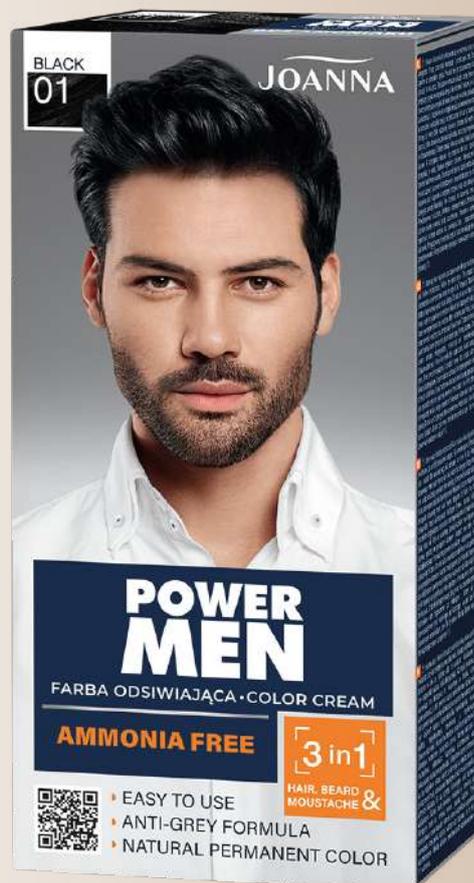


**04 NATURAL BROWN**



# HAIR DYEING PRODUCTS

## PERMANENT COLOUR CREAM / LEVEL III



# HAIR DYEING PRODUCTS

# POWER MEN



DERMATOLOGICALLY

**TESTED**



SUPER NATURAL

**EFFECT**



MILD

**FORMULA**

- anti-grey toner
- 3 in 1 for hair, beard & moustache
- gradually covers grey hair
- ammonia & PPD free
- 10 min formula



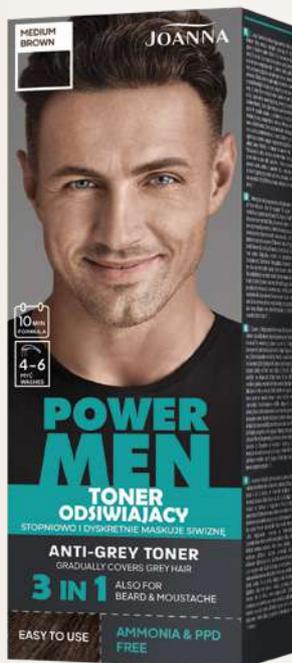
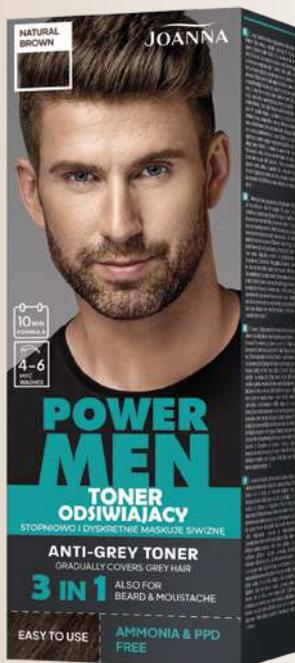
**ANTI-GREY TONER  
04 NATURAL BROWN 80 G**



**ANTI-GREY TONER  
03 MEDIUM BROWN 80 G**



**ANTI-GREY TONER  
02 DARK BROWN 80 G**



# POWER MEN

# HAIR CARE PRODUCTS

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





# POWER MEN

## HAIR CARE PRODUCTS

The Power Men Styling line is designed for men who expect maximum effectiveness with minimal effort. Modern, advanced formulas with professional performance developed to meet the demands of a contemporary, dynamic lifestyle.

- instant, visible results
- effortless styling with full control
- lightweight formulas that do not weigh hair down
- no residue, no buildup
- easy to wash out



**POWER MEN  
STYLING GEL FIXER 150ML**



**POWER MEN BEARD  
OIL SOFTENER 25ML**



**POWER MEN MATIFYING  
PASTE MATTE 100G**



**POWER MEN STYLING  
GUM STYLER 100G**



## JOANNA

COSMETICS LABORATORY JOANNA SP.J.

head office: ul. Gen. Józefa Zajęczka 11/C2, 01-510 Warsaw, Poland

tel.: +48 22 331 92 10, fax: +48 22 331 92 28

e-mail: [export@joanna.pl](mailto:export@joanna.pl)

[www.joanna.pl](http://www.joanna.pl)

# JOANNA

PROFESSIONAL  
2026



PROFESSIONAL HAIR COSMETICS BY JOANNA

# PROFESSIONAL HAIR LIGHTENERS

## PATINUM LIGHTENERS FOR WHOLE HAIR & HIGHLIGHTS UP TO 7 TONES

- perfect cool blonde shades
- silk proteins protect the hair structure
- glossy effect
- dermatologically tested



CREAM OXIDIZER 6%  
130 g



CREAM OXIDIZER 9%  
130 g



CREAM OXIDIZER 3%  
1000 g



CREAM OXIDIZER 6%  
1000 g



CREAM OXIDIZER 9%  
1000 g



CREAM OXIDIZER 12%  
1000 g



# PROFESSIONAL HAIR STYLING PRODUCTS



PLATINUM HAIR LIGHTENER  
450 g



PLATINUM CLASSIC  
HAIR LIGHTENER 450 g



## PROFESSIONAL OXIDANT CREAMS

- creamy formula
- universal use - with color creams or lightening powder
- mild formula
- available vol. 3%, 6%, 9%, 12%
- useful capacities 130 g & 1000 g

# PROFESSIONAL HAIR CARE LINE

## SPECIAL HAIR CARE AFTER BLEACHING TREATMENT

- perfect cold shades: silver , platinum & pink blonde
- anti-yellow effect
- glossy & beautyfull look



SILVER BOOST COMPLEX COLOUR TONING SHAMPOO - SILVER 1000G



ANTI-YELLOW BOOST COMPLEX COLOUR TONING SHAMPOO - GREY SHADES 1000 G



COLOR BOOST COMPLEX COLOUR TONING SHAMPOO - PINK 1000 G



SILVER BOOST COMPLEX HAIR SHAMPOO 500 G



ANTI-YELLOW BOOST COMPLEX COLOUR TONING SHAMPOO 500 G



COLOR BOOST COMPLEX COLOUR TONING SHAMPOO PINK 500 G



SILVER BOOST COMPLEX HAIR CONDITIONER 500 G



COLOR BOOST COMPLEX REVITALIZING HAIR CONDITIONER 500 G



COLOR BOOST COMPLEX TONING HAIR CONDITIONER 500 G



# PROFESSIONAL HAIR CARE LINE

## KERATIN REBUILDING LINE

- special care dedicated for coars, dull & brittle hair
- keratin rebuilding complex
- strengthening effect



**KERATIN REBUILDING HAIR SHAMPOO  
1000 ML**



**KERATIN REBUILDING HAIR CONDITIONER  
1000 G**



**KERATIN REBUILDING HAIR SPRAY  
CONDITIONER 300 ML**



**KERATIN REBUILDING HAIR MASK  
500 G**



## SILK SMOOTHING LINE

- special care for dry & damaged hair
- improve hair condition
- moisturizing silk proteins
- smoothing & glossy effect



**SILK SMOOTHING HAIR SHAMPOO  
1000 ML**



**SILK SMOOTHING HAIR CONDITIONER  
1000 G**



**SILK SMOOTHING HAIR MASK  
500 G**



# PROFESSIONAL HAIR CARE LINE

## MILK PROTEINS

- dedicated for dry and damaged hair
- nourishes and improves hair condition
- gives softness and shine
- aromatic coconut scent



MILK PROTEINS SHAMPOO  
1000 ML



## ARGAN OIL REGENERATING LINE

- special care for damaged hair
- improve hair condition
- healthy and silky look



ARGAN OIL REGENERATING HAIR  
SHAMPOO 1000 ML



ARGAN OIL REGENERATING HAIR  
CONDITIONER 1000 G



## UV FILTER PROTECTIVE LINE

- special care dedicated for dyed hair
- moisturizing & nourishing formula
- uv filter protecting function
- shiny & healthy look



UV FILTER HAIR SHAMPOO 5000 ML



UV FILTER HAIR SHAMPOO 1000 ML



UV FILTER HAIR CONDITIONER  
1000 G



# PROFESSIONAL HAIR CARE LINE



## CLEANPRO COMPLEX LINE

- dedicated for all hair types
- for every day hair care routine
- sebum regulation
- refreshing effect

CLEANPRO COMPLEX HAIR SHAMPOO  
1000 ML



## VOLUME UP COMPLEX LINE

- special care for thin, flat & delicate hair
- moisturizing
- plant-based collagen
- healthy and big volume look

VOLUME UP HAIR SHAMPOO  
1000 ML



## BARBER LINE

### BEARD&HAIR SHAMPOO

- softens and conditions hair and beard
- pro-B5, aloe & Skin-Soft Complex
- freshness and easy styling



BARBER LINE BEARD AND HAIR  
SHAMPOO 1000ML



CERAMIDES HAIR SHAMPOO  
5000 ML



CERAMIDES HAIR SHAMPOO  
1000 ML



## ACIDPRO COMPLEX LINE

- dedicated for hair after alkline hairdressing treatments
- restore ph level
- close damaged hair fibers
- shining & smoothing effect



ACIDPRO COMPLEX  
HAIR SHAMPOO 1000 ML



ACIDPRO COMPLEX HAIR  
CONDITIONER 1000 G



# PROFESSIONAL HAIR CARE LINE

## CURLS ENHANCING LINE

- beautiful curls
- special polymers
- protecting uv filters
- long lasting effect



CURLS ENHANCING SPRAY  
300 ML



CURLS ENHANCING CREAM  
200 G



CURLS ENHANCING MOUSSE  
150 ML



THERMO & SMOOTHNESS  
300 ML



THERMO & SMOOTHNESS CREAM  
200 G



## THERMOPROTECTION LINE

- heat protection during hair treatments
- smoothing polymers
- moisturizing & nourishing ingredients
- shiny effect

## FIXATION LINE

- 8 products for creative styling effects
- provitamin b5 & uv filters
- several effects from natural look till sophisticated shapes
- strong hold & long lasting effect

# PROFESSIONAL HAIR CARE LINE

## LOTIONS



FIXING HAIR STYLING LOTION  
VERY STRONG 1000 ML



FIXING HAIR STYLING LOTION  
VERY STRONG 300 ML



FIXING HAIR STYLING LOTION  
STRONG 300 ML



## MOUSSE & SPRAY



FIXING & VOLUME MOUSSE  
150 ML



GEL BRILLIANTINE  
200 G



## FIXATION LINE GEL & PASTE



FIXING & STYLING PASTE  
V200 G



FIXING & STYLING GUM  
V200 G



FIXING & VOLUME SPRAY  
300 ML



HAIR CARE			JOANNA PROFESSIONAL		
No	Code	Product name	Barcode	Pcs per carton	Volume
1.	9642	SILK smoothing shampoo	5901018006570	6	1000 ml
2.	9561	SILK smoothing conditioner	5901018006587	6	1000 g
3.	9546	SILK smoothing mask	5901018006594	8	500 g
4.	9625	ACIDPRO COMPLEX acidifying shampoo	5901018010676	6	1000 ml
5.	9548	ACIDPRO COMPLEX acidifying conditioner	5901018010669	6	1000 g
6.	9644	ARGAN OIL regenerating shampoo	5901018011062	6	1000 ml
7.	9563	ARGAN OIL regenerating conditioner	5901018011086	6	1000 g
8.	9651	KERATIN rebuilding shampoo	5901018012809	6	1000 ml
9.	9555	KERATIN rebuilding conditioner	5901018012816	6	1000 g
10.	9556	KERATIN rebuilding mask	5901018012823	8	500 g
11.	9557	KERATIN rebuilding spray conditioner	5901018012830	20	300 ml
12.	9617	UV FILTER protective shampoo with cherry fragrance	5901018005931	1	5000 ml
13.	9623	UV FILTER protective shampoo with cherry fragrance	5901018004521	6	1000 ml
14.	9553	UV FILTER protective conditioner with cherry fragrance	5901018016777	6	1000 ml
15.	9616	CERAMIDES Shampoo for all hair types with fresh fragrance	5901018005078	1	5000 ml
16.	9646	CERAMIDES shampoo with fresh fragrance	5901018015404	6	1000 ml
17.	9643	VOLUME'UP COMPLEX volumizing shampoo	5901018011055	6	1000 ml
18.	9622	MILK PROTEINS nourishing shampoo	5901018004514	6	1000 ml
19.	9624	CLEANPRO COMPLEX cleansing shampoo	5901018008093	6	1000 ml
20.	9663	SILVER BOOST COMPLEX colour toning shampoo - silver	5901018022396	6	1000 ml
21.	9602	SILVER BOOST COMPLEX silver effect shampoo	5901018020651	8	500 g
23.	9532	SILVER BOOST COMPLEX silver effect conditioner	5901018020644	8	500 g
24.	9661	ANTI-YELLOW BOOST COMPLEX color toning shampoo - grey shades	5901018022372	6	1000 ml
25.	9613	COLOR BOOST COMPLEX color revitalizing shampoo	5901018004507	8	500 g
26.	9544	COLOR BOOST COMPLEX color revitalizing conditioner	5901018005016	8	500 g
27.	9662	COLOR BOOST COMPLEX color toning shampoo - pink	5901018022396	6	1000 ml
28.	9603	COLOR BOOST COMPLEX color toning shampoo	5901018018122	8	500 g
29.	9534	COLOR BOOST COMPLEX color toning conditioner	5901018018528	8	500 g
30.	9671	PROFESSIONAL BARBER LINE Shampoo for men 2in1	5901018018528	6	1000 ml

LIGHTENERS			JOANNA PROFESSIONAL		
1.	9723	Lightener Platinum	5901018019495	8	450 g
2.	9724	Lightener Platinum Classic	5901018019501	8	450 g

OXIDIZERS			JOANNA PROFESSIONAL		
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.	9035	Cream oxidizer 6%	5901018008888	12	130 g
6.	9035	Cream oxidizer 9%	5901018008895	12	130 g

HAIR CARE			JOANNA PROFESSIONAL		
<b>FIXATION</b>					
1.	9927	GEL BRILLIANTINE	5901018020163	8	200 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.	9981	FIXING & VOLUME HAIR SPRAY	5901018019907	20	300 ml
8.	9985	FIXING & VOLUME HAIR MOUSSE	5901018019914	22	150 ml
<b>SMOOTHING &amp; THERMOPROTECTION</b>					
1.	9962	SMOOTHNESS & THERMOPROTECTION STYLING CREAM	5901018019778	10	200 g
2.	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	5901018022426	20	300 ml