

PRODUCTS CATALOGUE 2024

POWER MEN 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
- 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











HAIR DYEING PRODUCTS

PERMANENT COLOUR CREAM / LEVEL III



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













SUPER 5-6 TONES







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







30,5 SUNNY BLOND

5 901018 014209

30 CARAMEL BLOND

5 901018 014193

33 NATURAL BLOND

5 901018 014230

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

31,5 ROSE BLOND

5 901018 018139

of gray hair



32 PLATINUM BLOND 5 901018 014223



31 SANDY BLOND

5 901018 014216

36 ROYAL BURGUNDY 5 901018 014254



39,5 TEA BROWN





37 JUICY EGGPLANT

901018 014278

41 CHOCOLATE BROWN



38 CHESTNUT BROWN



39 NUT BROWN







901018 014360



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 5 901018 018337 >



29 VERY LIGHT ICE BLOND



32,5 SILVER BLOND

5 901018 018146

32,5 NAVY BLACK

HAIR DYEING PRODUCTS









HAIR DYEING PRODUCTS

PERMANENT COLOUR CREAM / LEVEL III





PERMANENT HAIR COLOR CREAM





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



NATURIA

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

243 BLACK LILAC

208 ROSE BLOND 209 BEIGE BLOND 210 NATURAL BLOND 211 GOLDEN SAND 212 NOBLE PEARL 901018 004668 5 901018 017910 5 901018 010782 901018 007614 901018 004675 214 PIGEON GRAY 219 SWEET TOFFEE 213 SILVER DUST 215 COLD BLOND 218 COPPER BLOND 5 901018 015701 5 901018 004682 222 WILD CHESTNUT 220 FLAMING SPARK 221 AUTUMN LEAF 230 JUICY RASPBERRY 231 RED CURRANT 5 901018 007638 5 901018 004712 234 PLUMMY EGGPLANT 232 RIPE CHERRY 235 FOREST BERRY 237 COLD BROWN 233 DEEP BURGUNDY 901018-004743 901018 004750 901018 004774 901018 015732 238 FREEZING BROWN 239 MILK CHOCOLATE 240 SWEET CAPPUCINO 242 ROAST COFFEE 241 NUT BROWN 001018 004804 5 901018 007621 5 901018 010799

HAIR DYEING PRODUCTS

PERMANENT COLOUR CREAM / LEVEL III



HAIR DYEING PRODUCTS

PERMANENT LIGHTENER/ LEVEL III

POWER MEN

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





POWER MEN

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



O1 BLACK



O2 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	





JEANS	
5 901018 017460 >	

COLOR 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



SOFT DYEING **& HAIR CARE** PRODUCTS

ULTRA

- 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





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



5 901018 018375 >



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





5 901018 014957 >

SOFT DYEING & HAIR CARE PRODUCTS



5 901018 020620



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



SHAMPOD FOR RED HAIR 200 ML 5 901018 008192 >





SHAMPOO FOR SILVER BLONDS 400 ML 5 901018 020637 >



CONDITIONER FOR BLONDS PINK SHADE 200 G 5 901018 018832 >



5 901018 018399 >



5 901018 018351 >



CONDITIONER FOR SILVER BLONDS 200 G 5 901018 020613 >



TONING PIGMENT PINK BLOND 100 ML 5 901018 019631 >



5 901018 014117 >



TONING PIGMENT SILVER BLOND 100 ML 5 901018 019624 >

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HAIR RINSE - PINK 150 ML

5 901018 014131 >

HAIR RINSE - SILVER 5 901018 014940 >



3

ENHANCING CONDITIONER PINK 100 G



5 901018 020095 >





ENHANCING CONDITIONER BROWN 100 G 5 901018 018368 >

PERM WAVE Naturia

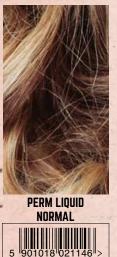
strengthening herbal extract:

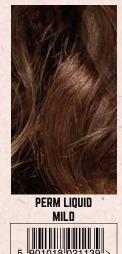
birch - nourishes and improves the condition, elasticity and softness of hair hops - has a revitalizing effect on the hair, stimulates the production of collagen, elastin and hyaluronic acid nettle - moisturizes, regenerates and

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











HAIR STYLING PRODUCTS

20 multifunction products several possibilities & effects



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

super natural look

fixation & long lasting effect







easy application

HAIR MOUSSE WITH KERATIN VERY STRONG 150 ML 5 901018 019266



HAIR MOUSSE VOLUME 150 ML 5 901018 018894



LOTION HAIR STYLING 150 ML 5 901018 012090 >



5 901018 012236



EXTRA STRONG HAIR GEL 150 g 5 901018 931889 >

CURLS SPRAY

5 901018 012182 >



VERY STRONG HAIR GEL 150 g 5 901018 012069 >



VOLUME HAIR SPRAY 5 901018 018924 >



5 901018 012199 >



THERMO PROTECTION HAIR SPRAY 150 ML

5 901018 018931 >

HAIR SILK 120 g 5 901018 012120



MATIFYING PASTE EXTRA STRONG 90 G 5 901018 019426 >



WAX BRILIANTINE 45 g 5 901018 012212

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HAIR REFRESHING PRODUCTS



Fresh HAIR

- 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



SPRAY CONDITIONERS

- total hair conditioning products for dry hair
- **3** variants of specialized hair 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



17





- 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

901018 019280



REGENERATING SHAMPOO WITH ALMOND PROTEIN 300 ML





MOISTURIZING CONDITIONER WITH ALDE 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



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





STRENGTHENING SHAMPOO FOR FALLING OUT HAIR 400 ML





MOISTURIZING AND STRENGTHENING HAIR RUB ON CONDITIONER 100 ML





Moisturizing and strengthening Shampoo 200 Ml





STRENGTHENING RUB ON CONDITIONER FOR FALLING OUT HAIR 100 ML





MOISTURIZING AND STRENGTHENING CONDITIONER 200 g



mils

21

- 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

5 901018 021375

KERATIN

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

JOANNA

KERATINA KERATIN

mpon • shampoo

SHAMPOO WITH KERATIN 200 ML

5 901018 011796



SHAMPOO WITH KERATIN 400 ML



SPRAY CONDITIONER WITH KERATIN 150 ML





150 G





JOANNA

KERATYNA

KERATIN izywka • conditions

Conditioner with keratin 200 g

901018 011758





SILK

deep moisturizing products

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



SMOOTHING SHAMPOO 400 ML



SMOOTHING CONDITIONER 200 g 5 901018'005894' >

HAIR CARE PRODUCTS



SMOOTHING SHAMPOO 200 ML 5 901018"005887 >



SPRAY CONDITIONER 150 ML 5 901018 005924 >

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





901018-010812



SHAMPOO WITH ARGAN OIL For damaged hair 200 ml 901018 010805



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





HAIR CARE PRODUCTS FOR MEN

POWER MEN

- 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 5 901018 021061



STRENGTHENING RUB-ON CONDITIONER 100 ML 001018 021078

Naturía

- 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 ML



SHAMPOD WITH CONDITIONER FOR OILY HAIR WITH SWEET FLAG SOD ML



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



SHAMPOD WITH CONDITIONER FOR OLLY HAIR WITH SWEET FLAG 500 ML



 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



CEAMY SHOWER GEL HEMP OIL & PANTHENOL SOOML 5 901018 021016



BALSAM DO CIALA BODY LOTION

RAWILŻAJĄCY KONOFIE & PANTHENOL MOISTURIZING HEMP SEED & PANTHENOL

OF NATURAL ORIGIN

BODY LOTION HEMP OIL & PANTHENOL 2006 5 901018 021023 >



FOOT CREAM HEMP OIL & PANTHENOL 100g 5 901018 021030 >



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



BODY LOTION SILK PROTEINS & VITAMIN COMPLEX 200g



HAND CREAM SILK PROTEINS & VITAMIN COMPLEX 100g 5 901018*018795¹¹ >



CREAMY SHOWER GEL ARGAN OIL & CERAMIDES SOOML 5 0010180109110 >



CREAMY SHOWER GEL GOAT MILK & PREBIOTICS SOOML 5 901018/01/2298 >



BODY LOTION ARGAN OIL & CERAMIDES 200G 5 901018 011024 >



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



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



MILK & PREBIOTICS 200G



HAND CREAM GOAT MILK & PREBIOTICS 100G 5 901018 012311 >



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



- 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 5 901018*021368*>

Naturía

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

BODY CARE PRODUCTS



Naturía

- 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



LIQUID SOAP WITH BALM OLIVE OIL 500 ML



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MOISTURIZING BODY BALM WITH SEA ALGAE 500 G



NOURISHING BODY BALM WITH OLIVE OIL 500 G 5 901018 008048 >



5 901018 008055 >



 REGENERATING BODY BALM WITH LILAC 500 G

 5
 901018
 014674
 >

POWER MEN

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 4 IN 1 WITH HEMP EXTRACT AND VITAMIN PP 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">



- 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

Iong 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 >

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EYEBROW AND EYELASH TINT DARK BROWN 5 901018 016180 >

EYELASHES & EYEBROWS PRODUCTS



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