



JOANNA

PRODUCTS CATALOGUE 2025

**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



Color BLOND

- 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

DERMATOLOGICALLY TESTED

SAFE FORMULA



LIGHTENER FOR WHOLE HAIR UP TO 9 TONES



CREAMY HAIR LIGHTENER FOR WHOLE HAIR 4 TONES



HAIR DYEING PRODUCTS

PERMANENT COLOUR CREAM / LEVEL III



DERMATOLOGICALLY TESTED



SAFE FORMULA

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



PLATINUM UP TO 9 TONES



INTENSIV 4-5 TONES



SUPER 5-6 TONES



REFLEX SPRAY LIGHTENER



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

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



INTENSIVE
COLOUR



MILD
FORMULA



DERMATOLOGICALLY
TESTED



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



30 CARAMEL BLOND



30,5 SUNNY BLOND



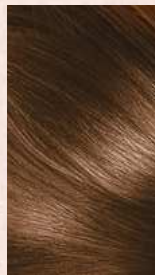
31 SANDY BLOND



31,5 ROSE BLOND



32 PLATINUM BLOND



33 NATURAL BLOND



34 INTENSIVE RED



35 CHERRY RED



36 ROYAL BURGUNDY



37 JUICY EGGPLANT



38 CHESTNUT BROWN



39 NUT BROWN



39,5 TEA BROWN



40 CINNAMON BROWN



41 CHOCOLATE BROWN



42 EBONY BLACK



43 FIERY RED



44 INTENSIVE COPPER



44,5 COPPER BROWN



5D
effect

MULTI CREAM

METALLIC COLOR

Permanent Color Cream

- 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



HAIR DYEING PRODUCTS

**PERMANENT COLOUR
CREAM / LEVEL III**



EXTRA DEEP
COLOUR



DERMATOLOGICALLY
TESTED



UNIQUE
FORMULA



HAIR DYEING PRODUCTS

Organic NATURIA



PERMANENT COLOUR CREAM / LEVEL III

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

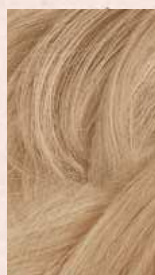
INTENSIVE COLOUR

100% VEGAN FORMULA

DERMATOLOGICALLY TESTED



310 SUNNY



311 PLATINUM



312 NATURAL



313 CARAMEL



314 GREY



320 FLAMING



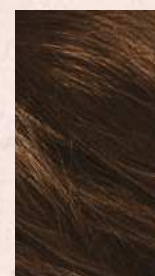
321 CHESTNUT



333 EGGPLANT



339 COCOA



340 TEA



341 CHOCOLATE



342 COFFEE



350 EBONY



COLOR NATURIA

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



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
- luminous cool shade
- blonde booster conditioner
- anti-yellow effect formula
- dermatologically tested



**CREAMY LIGHTENER
FOR MEN UP TO 9 TONES**



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



DERMATOLOGICALLY
TESTED



SUPER NATURAL
EFFECT



SAFE
FORMULA



HAIR DYEING PRODUCTS

COLOUR CONDITIONER (DEMI-PERMANENT) / LEVEL II



MILD
FORMULA



DERMATOLOGICALLY
TESTED

PASTEL COLOR

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



PINK



JEANS



SILVER



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



01,5

ULTRA LIGHT BLOND



02,5

PINK BLOND



03,5

SILVER BLOND



01 SANDY BLOND



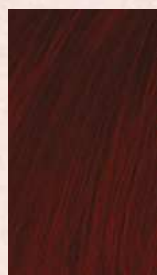
02 PEARLY BLOND



03 NATURAL BLOND



04 RASPBERRY RED



05 CURRANT RED



06 CHERRY RED



07 DEEP BURGUNDY



08 JUICY EGGPLANT



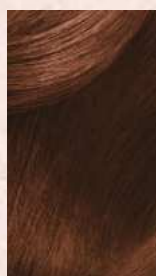
09 NUT BROWN



10 CHESTNUT BROWN



11 COFFEE BROWN



12 CHOCOLATE BROWN



13 EBONY BLACK



14 AROMATIC CAPPUCCINO



15 FIERY RED



SOFT DYEING & HAIR CARE PRODUCTS

Color^{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



SHAMPOO 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 018379 >



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



TONING PIGMENT COLD
BLOND 100 ML
5 901018 020590 >



HAIR RINSE - BLUE
150 ML
5 901018 014357 >

Color ^{ULTRA}

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 CONDITIONER
SILVER BLONDS 100 G
5 901018 020606 >



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



CONDITIONER FOR BLONDS
PINK SHADE 200 G
5 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 >

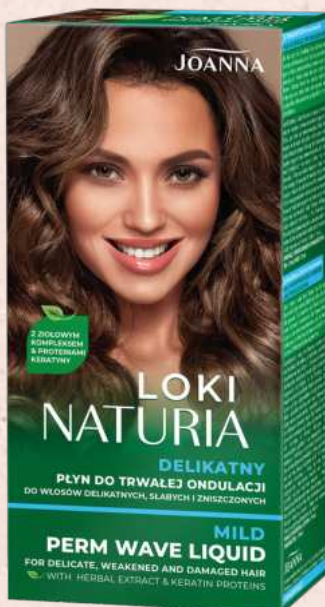


ENHANCING CONDITIONER
COPPER 100 G
5 901018 018351 >

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**



5 901018 021146 >



**PERM LIQUID
MILD**



5 901018 021139 >



**PERM LIQUID
STRONG**



5 901018 021153 >

STYLING EFFECT

HAIR STYLING PRODUCTS

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



HAIR SPRAY EXTRA STRONG
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
EXTRA STRONG 150 ML

5 901018 019273 >



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 >



CURLS SPRAY
150 ML

5 901018 012182 >



HAIR STYLING MIST
150 ML

5 901018 012106 >



VOLUME HAIR SPRAY
150 ML

5 901018 018924 >



THERMO PROTECTION
HAIR SPRAY 150 ML

5 901018 018931 >



GEL BRILLANTINE
150 G

5 901018 012236 >



EXTRA STRONG HAIR GEL
150 G

5 901018 931889 >



VERY STRONG HAIR GEL
150 G

5 901018 012069 >



CURLS CREAM
150 G

5 901018 012199 >



HAIR SILK
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 BRILLANTINE
45 G

5 901018 012212 >

HAIR REFRESHING PRODUCTS

ULTRA 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**



HAIR CARE PRODUCTS



VEGAN

- 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 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
- 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 RUB ON CONDITIONER FOR FALLING OUT HAIR 100 ML



Curbs

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 ML**



**HAIR MASK 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 SHAMPOO
200 ML**



**SMOOTHING CONDITIONER
200 G**



**SPRAY CONDITIONER
150 ML**



HAIR CARE PRODUCTS

ARGAN OIL

- 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



5 901018 013486 >



SHAMPOO WITH ARGAN OIL FOR DAMAGED HAIR 200 ML



5 901018 010805 >



CONDITIONER WITH ARGAN OIL 200 G



5 901018 010812 >



SERUM FOR HAIR ENDINGS WITH ARGAN OIL 50 G



5 901018 010843 >



SILKY LEAVE-IN CONDITIONER WITH ARGAN OIL 30 ML



5 901018 010850 >

HAIR therapy

HAIR CARE PRODUCTS

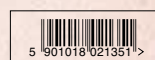
- line dedicated to weakened and falling hair
- contains herbal extracts, Vital Hair complex, panthenol and vitamin PP
- the active ingredients used reduce excessive hair loss, stimulate hair growth, and strengthen it



SHAMPOO FOR FALLING OUT HAIR
300 ML



RUB-ON CONDITIONER
FOR FALLING OUT HAIR 100 ML



HAIR CARE PRODUCTS FOR MEN

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



STRENGTHENING RUB-ON CONDITIONER
100 ML



Naturia

HAIR CARE PRODUCTS

- 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 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 SEA ALGAE 500 ML



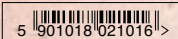
BODY CARE PRODUCTS

S SENSUAL S

- 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**



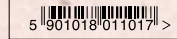
BODY CARE PRODUCTS



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



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



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



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



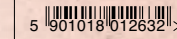
**BODY LOTION
ARGAN OIL & CERAMIDES 200G**



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



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



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



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



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



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



BODY CARE PRODUCTS

S
SENSUAL
S

- 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



Naturia

BODY CARE PRODUCTS

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



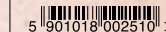
SHOWER GEL MANGO AND PAPAYA 300 ML



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



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



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 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 ALLANTOIN 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 & smooths



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



POWER MEN

- 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 MEN



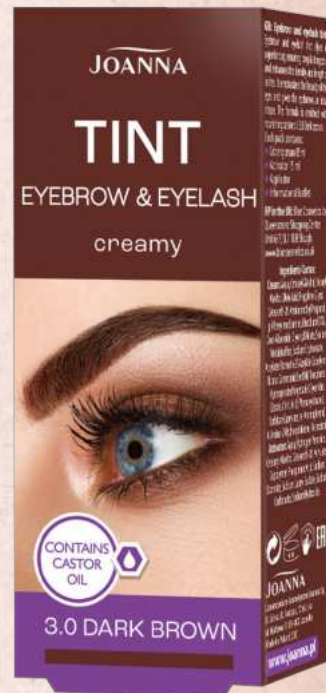
TINT

- 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



EYEBROW AND EYELASH
TINT BLACK



EYEBROW AND EYELASH
TINT DARK BROWN



JOANNA

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