



Joanna
PROFESSIONAL

FOR PROFESSIONALS BY PROFESSIONALS.

JOANNA PROFESSIONAL

EXCELENT QUALITY AND COMFORT FOR PROFESSIONALS

Joanna Professional is a line specially developed for hair salons. It has been recognized by professionals for a number of years. In order to meet the demands of the hairdressing market, we always ensure that the products are based on the latest technologies and active ingredients for a truly professional effect. We believe that a good product does not have to be expensive and can be available at a reasonable price and still be effective and visually appealing.

PROFESSIONAL PERMANENT HAIR DYE COLOR COLOR PROFESSIONAL

The Color Professional hair dye provides a wide range of impressive and intense shades and guarantees perfect covering of gray hair. The formula of the dye has been enriched with conditioning ingredients, which ensures that your hair is already nourished during the coloring process. Its perfect, creamy texture allows you to obtain a smooth mixture and ensures the dye reaches every strand and does not drip off your hair. The hair dye gives your hair a fashionable and attractive color full of unique radiance.

50 g



HAIR COLOR REMOVER FOR SCALP

This Hair Color Remover for Scalp was specially developed for hair salons. It gently and effectively removes stains from your skin after color treatment, leaving it cleansed and refreshed.

100 ml



ULTRAPLEX

Innovative hair regeneration system Rebuilds and maintains the disulfide bonds in the hair structure

Rebuilt and regenerated hair thanks to the combined action of the various stages of the Ultraplex Professional procedure, which consists of the following products:



1# Activator – when added to any coloring or lightening product or perm liquid, Ultraplex Professional 1# Activator rebuilds broken disulfide bonds within the structure of the hair. It intensely strengthens the structural bonds which are responsible for hairs' strength and elasticity.

100 ml



2# Stabilizer – maintains and strengthens the restored disulfide bonds structures. Closes the scales on the hairs surface, giving it shine, elasticity and softness.

500 g



3# Sustaining Shampoo – cleanses the hair of impurities and residue from the coloring process, leaving it light and unencumbered.

500 ml



4# Sustaining Conditioner – the final step in the optimal hair care process, Ultraplex 4# Sustaining Conditioner protects hair from mechanical damage, making it easy to comb and style and enhancing its softness, elasticity and shine.

500 g

Ultraplex Professional is comprehensive and innovative hair structure restoration program. It was specially developed to rebuild the disulfide bonds within the structure of the hair, which are responsible for its elasticity, strength and bounce. Thanks to its specially developed formula, Ultraplex Professional makes chemical treatments work for your hair, thoroughly regenerating broken, damaged hair structures during coloring, lightening and perm treatments. Ultraplex Professional repairs broken disulfide bonds, restoring the softness, smoothness and elasticity of the hair. The hair's structure is strengthened, making it easier to style and giving it energy and a bright, healthy look.

PLATINUM LIGHTENER

The new formula of the Platinum Lightener allows you to lighten your hair even by 6-7 tones. The product contains carefully selected silk proteins which protect the hair structure during the lightening process, thanks to which your hair is glossy, nice to the touch and kept in better shape after the whole process.

500 g

**Silk
proteins**



PLATINUM CLASSIC LIGHTENER

The new formula of the Platinum Classic Lightener allows you to lighten your hair even by 6-7 tones. It contains a LightPro complex providing your hair with appropriate lightening intensity, thanks to which your hair gains cold, platinum shades. After the whole process, your hair remains glossy and nice to the touch.

500 g and 40 g

**LightPro
complex**



3%, 6%, 9%, 12% OXIDANT CREAMS

The Joanna Professional oxidant creams have been valued by hairdressers for a number of years. Thanks to their unique and creamy, yet delicate texture, they guarantee perfect effects and comfort of use. They are recommended for all hair coloring and lightening treatments.

1000 g and 130 g



PERMANENT WAVE LOTIONS DELICATE, NORMAL AND STRONG

The Joanna Professional permanent wave lotions ensure exceptionally strong curls with flexibility and bounce. The formulas of the lotions are enriched with ceramides and natural proteins, which protect the hair fibers and prevent them from breaking. Thanks to that, your hair remains styled for a long time and becomes bouncy and nice to the touch. You can choose from three kinds of lotion, depending on the condition of your hair.

130 ml



3% HAIR FIXER

The Joanna Professional hair fixer is a product designed for use as the second step of the permanent wave process, which stabilizes and ideally preserves shaped curls, rendering an excellent effect.

130 ml



COLOR REVITALIZING LINE

Color Boost complex



COLOR BOOST COMPLEX color revitalizing line

NEUTRALIZES UNDESIRABLE, YELLOWISH BLOND SHADE,
GIVES COLD GRAY SHADE AND GLOSS

Lightened hair, blonde or gray, often takes on a yellowish tint. The products from this line perfectly neutralize this undesirable effect and provide a cold, ash blonde shade, which is gradually enhanced after every use. The formulas of the cosmetics are enriched with protective micro-proteins, thanks to which your hair becomes glossy, light and nice to touch. They have a beautiful blackcurrant fragrance.

SHAMPOO **500 g**
CONDITIONER **500 g**

color toning shampoo

NEUTRALIZES UNDESIRABLE, YELLOWISH BLOND SHADE,
GIVES WARM PINK SHADE AND GLOSS

The shampoo perfectly neutralizes undesirable, yellowish effect and provides a warm, pink blonde shade, which is gradually enhanced after every use. The formulas of the cosmetic are enriched with protective microproteins, thanks to which your hair becomes glossy, light and nice to touch.

SHAMPOO **500 g**

UV FILTER protective line FOR DYED HAIR

The nurturing formulas of these products have been enriched with a UV filter protecting your hair against harmful effects of sunlight. They superbly improve the condition and look of your hair, highlighting the beautiful and intense gloss of its color. They protect your hair against static and facilitate combing. They have a fruity scent of ripe cherries.

SHAMPOO **1000 ml** and **5000 ml**
CONDITIONER **1000 g**
MASK **500 g**

PROTECTIVE LINE

UV filter

CLEANSING HAIR SHAMPOO

CleanPro complex

CLEANPRO COMPLEX cleansing line

FOR ALL HAIR TYPES

The Cleansing Hair Shampoo thoroughly cleanses your scalp and hair, removing remains of hair-styling cosmetics, intense care products, sebum and environmental contaminants. It contains a CleanPro complex, an exceptionally effective combination of surface active ingredients with intensive cleansing properties. It perfectly prepares your hair for hairdressing treatments, leaving it fresh and light.

SHAMPOO **1000 ml**



NOURISHING LINE

MILK PROTEINS

nourishing line

FOR DRY AND DAMAGED HAIR

The formulas of these products have been enriched with milk proteins, which smoothen your hair, providing it with softness and elasticity. They perfectly improve the condition and look of your hair, lightening its silkness, softness and gloss. They have an exciting scent of aromatic coconut.

SHAMPOO 1000 ml

TREATMENT 500 g

milk proteins



UNIVERSAL LINE

CERAMIDES

universal line

FOR ALL HAIR TYPES

This line of universal hair care products for all hair types come in two fragrances: juicy pineapple and fresh scent. The formula of the shampoos contain ceramides, which protect hair fibers and provide them with proper moisturization, elasticity and bounce. They perfectly wash and take care of all hair types.

The conditioner has been enriched with ceramides and improves both the elasticity and moisturization of hair fibers, facilitates combing and restores the natural gloss.

PINEAPPLE-SCENTED SHAMPOO 1000 ml and 5000 ml

FRESH-SCENTED SHAMPOO 1000 ml and 5000 ml

PINEAPPLE-SCENTED CONDITIONER 1000 g



ceramides

SMOOTHING LINE

SILK

smoothing line

FOR DRY, DAMAGED OR OVER-TREATED HAIR

The advanced formulas of the product from this line contain hydrolized silk proteins, which provide your hair with the proper level of moisturization. They ensure extensive hair care, smoothness, softness and easy combing. They effectively improve the condition of your hair and provide gloss and a healthy, well-kept look.

SHAMPOO **500 ml**, **1000 ml** and **5000 ml**

CONDITIONER **500 g**, **1000 g** and **5000 g**

MASK **500 g**

CONDITIONER IN SPRAY **300 ml**

silk



ACIDIFYING LINE

ACIDPRO COMPLEX

acidifying line

FOR ALL HAIR TYPES

These acidifying products are recommended for hair care of all hair types, especially after alkaline hairdressing treatments such as coloring, lightening and permanent wave. They contain an AcidPro complex, an exceptionally effective combination of ingredients which restore the pH level of your hair and its healthy look and gloss. The cosmetics from this line close damaged hair cuticles, stabilize the color in the interior of the hair and restore its smoothness and gloss, providing easy combing.

SHAMPOO **500 ml** and **1000 ml**

CONDITIONER **500 g** and **1000 g**

VOLUMIZING LINE

VOLUME'UP COMPLEX

volumizing line

FOR THIN, FLAT, DELICATE HAIR

The products from this line are recommended especially for hair care of thin, flat and delicate hair. Thanks to the Volume'Up complex, these cosmetics visibly boost the volume of your hairstyle, elevating it from the roots and marine collagen moisturizes and strengthens it without weighing it down. Your hairstyle gets a full shape and healthy look and your hair is full of vigor.

SHAMPOO **500 ml** and **1000 ml**

CONDITIONER **500 g** and **1000 g**

SPRAY **300 ml**

MOUSSE **150 ml**

PUSH-UP CREAM **120 g**

Volume'Up
complex



REBUILDING LINE

KERATIN

rebuilding line

FOR WEAK, BRITTLE AND ROUGH HAIR

This effective line for hair care of coarse, dull and brittle hair contains an innovative keratin ingredient with an affinity for hair. Thanks to that, it identifies and restores the most damaged areas on its surface in order to strengthen it and refill the lacking keratin. After the use, your hair is restored, stronger and bouncy.

SHAMPOO **500 ml**, **1000 ml** and **5000 ml**

CONDITIONER **500 g** and **1000 g**

MASK **500 g**

CONDITIONER IN SPRAY **300 ml**

keratin

REGENERATING LINE

ARGAN OIL

regenerating line

FOR HAIR REQUIRING EXCEPTIONAL CARE

The Joanna Professional products with argan oil, one of the most precious oils in the world with exceptional regenerating properties, are recommended for hair weakened by hairdressing treatments, which is prone to frizz and requires special care. They substantially smoothen hair fibers, facilitate combing and make your hair look healthy and silky soft.

SHAMPOO **500 ml**, **1000 ml** and **5000 ml**

CONDITIONER **500 g** and **1000 g**

SERUM **100 ml**

MASK **500 g**

argan oil





EXTRA STRONG FIXING HAIRSPRAY 750 ml

EXTRA STRONG

The fixing hairspray keeps the hairstyle perfect, do not stick hair and do not leave on it any sediment. It contains keratin and ingredients which protect hair from drying. It is easy to comb, protect the hair from the humidity and increase its durability. The hair stays light and flexible and the hairstyle stays longer in its shape.

750 ml



SPRAY GEL

EXTRA STRONG

This spray gel facilitates shaping of any hairstyle. It contains a hair-styling polymer and nurturing provitamin B₅. The product does not leave your hair sticky or dry, provides strong hold and gives a long-lasting and natural look of your hairstyle.

300 ml

HAIR-STYLING LOTIONS



STRONG

VERY STRONG

The lotions are designed for styling all types of hair and add volume and gloss. They contain a hair-styling polymer and nurturing provitamin B₅. They enhance the hold of your hairstyle, maintaining a natural look and lightness.

STRONG 300 ml

VERY STRONG 300 ml and 1000 ml



HAIR STYLING LINE

adds hold, styles, adds gloss
highlights the shape
of your hairstyle

GEL BRILLIANTINE

EXTRA STRONG

The brilliantine gives perfect hold, provides gloss and facilitates combing. It contains provitamin B₅, a protective UV filter and special styling ingredients. It tames even the most unruly strands of hair.

500 g



FIXING PASTE

STRONG



The hold paste perfectly styles your hair and its network of filaments provides your hair with elastic structure, enabling any changes. This cosmetic highlights the character of your hairstyle in a unique way.

200 g



MATTE PASTE

STRONG



The Joanna Professional Mattifying Paste was specially developed for hair salons. Thanks to its texture, it perfectly styles your hair and provides a long-lasting effect of elasticity. The product makes your hair lustreless and tousled.

200 g



HAIR-STYLING GUM

MEGA STRONG



The hair-styling gum contains nurturing provitamin B₅, protective UV filter and special styling ingredients. Its unique texture facilitates creating extreme hairstyles and provides ultra strong hold for a long time.

200 g



HAIR-STYLING LINE

adds hold
styles
highlights the shape
of your hairstyle
tames and conditions

CONCRETE GEL

MEGA STRONG



The Concrete Gel renders fantastic hold for even the fanciest hairstyles. It contains hair-styling polymers and nurturing provitamin B₅. It is great for creative styling and facilitates hairstyle shaping.

200 g





CURLY HAIR SPRAY

STRONG 

It perfectly facilitates styling of curly hair, emphasizes curls and tames unruly strands. The spray contains a polymer which highlights curls and a UV filter. It boosts hold of your hairstyle, maintaining its bounce and shape.

300 ml



CURLY HAIR MOUSSE

STRONG 

The Curly Hair Mousse perfectly facilitates styling of curly hair and highlights its shape. It contains a polymer which highlights curls and a UV filter. It boosts hold of your hairstyle, emphasizes curls and provides them with bounce and flexibility.

150 ml



LINE FOR CURLY HAIR

adds hold
styles, adds gloss
highlights the shape
of your hairstyle
conditions curls

CURL HIGHLIGHTING CREAM

NATURAL 

The Curl-Highlighting Cream tames unruly strands, conditions your curls and highlights them. It contains a polymer which highlights curls and a UV filter. It provides your hairstyle with softness, flexibility and bounce.

200 g



SMOOTHING LINE

provides silkness
styles
provides gloss
smoothens

SMOOTHING CREAM FOR HAIR STRAIGHTENING

NATURAL 

The Smoothing Cream tames unruly strands and provides your hair with exceptional smoothness and stunning gloss. The formula of the cream contains a special ingredient which ensures thermal protection of your hair dryer or straightener. Your hair is perfectly smoothed and nice to the touch.

200 g



GLOSSING LINE

styles
highlights the shape
of your hair
adds gloss

GLOSSING SPRAY

DELICATE 

The light texture of the spray, which is based on carefully selected ingredients, perfectly glosses your hairstyle without weighing it down and a UV filter protects it against external factors. It provides dull hair with gloss, leaving it shiny, soft and nice to the touch.

150 ml



SILKY SMOOTHING SERUM

DELICATE 

This Silky Smoothing Serum provides even the most damaged hair with softness and a healthy, stunning look. It prevents undesirable frizz caused by humidity. It contains vitamin E and reliable silicon ingredients, which enable you to obtain a trendy hairstyle. After the use, your hair becomes stunningly glossy and nice to the touch.

100 ml



JOANNA PROFESSIONAL – HAIR CARE

No	Code	Product name	Barcode	Pcs per carton	Volume
1.	9638	SILK smoothing shampoo	5901018008116	jerry can	5000 ml
2.	9552	SILK smoothing conditioner	5901018010164	jerry can	5000 g
3.	9642	SILK smoothing shampoo	5901018006570	6	1000 ml
4.	9642/WIEL	SILK smoothing shampoo	5901018014391	12	500 ml
5.	9561	SILK smoothing conditioner	5901018006587	6	1000 g
6.	9561/WIEL	SILK smoothing conditioner	5901018014445	12	500 g
7.	9546	SILK smoothing mask	5901018006594	8	500 g
8.	9547	SILK smoothing spray conditioner	5901018006600	20	300 ml
9.	9625	ACIDPRO COMPLEX acidifying shampoo	5901018010676	6	1000 ml
10.	9625/WIEL	ACIDPRO COMPLEX acidifying shampoo	5901018014377	12	500 ml
11.	9548	ACIDPRO COMPLEX acidifying conditioner	5901018010669	6	1000 g
12.	9564/WIEL	ACIDPRO COMPLEX acidifying conditioner	5901018014384	12	500 g
13.	9643	VOLUME'UP COMPLEX volumizing shampoo	5901018011055	6	1000 ml
14.	9643/WIEL	VOLUME'UP COMPLEX volumizing shampoo	5901018014421	12	500 ml
15.	9562	VOLUME'UP COMPLEX volumizing conditioner	5901018011079	6	1000 g
16.	9562/WIEL	VOLUME'UP COMPLEX volumizing conditioner	5901018014469	12	500 g
17.	9865	VOLUME'UP COMPLEX volumizing spray	5901018011987	20	300 ml
18.	9866	VOLUME'UP COMPLEX volumizing mousse	5901018011994	22	150 ml
19.	9578	VOLUME'UP COMPLEX volumizing push-up cream	5901018014605	8	120 g
20.	9644	ARGAN OIL regenerating shampoo	5901018011062	6	1000 ml
21.	9644/WIEL	ARGAN OIL regenerating shampoo	5901018014407	12	500 ml
22.	9563	ARGAN OIL regenerating conditioner	5901018011086	6	1000 g
23.	9563/WIEL	ARGAN OIL regenerating conditioner	5901018014490	12	500 g
24.	9574	ARGAN OIL regenerating mask	5901018012342	8	500 g
25.	9573	ARGAN OIL regenerating serum	5901018011109	10	100 ml
26.	9651	KERATIN rebuilding shampoo	5901018012809	6	1000 ml
27.	9651/WIEL	KERATIN rebuilding shampoo	5901018014414	12	500 ml
28.	9555	KERATIN rebuilding conditioner	5901018012816	6	1000 g
29.	9555/WIEL	KERATIN rebuilding conditioner	5901018014476	12	500 g
30.	9556	KERATIN rebuilding mask	5901018012823	8	500 g
31.	9557	KERATIN rebuilding spray conditioner	5901018012830	20	300 ml
32.	9611	CERAMIDES shampoo with pineapple fragrance	5901018004484	jerry can	5000 ml
33.	9621	CERAMIDES shampoo with pineapple fragrance	5901018004491	6	1000 ml
34.	9540	CERAMIDES conditioner with pineapple fragrance	5901018017262	6	1000 g
35.	9616	CERAMIDES shampoo with fresh fragrance	5901018005078	jerry can	5000 ml
36.	9646	CERAMIDES shampoo with fresh fragrance	5901018015404	6	1000 ml
37.	9617	UV FILTER protective shampoo with cherry fragrance	5901018005931	jerry can	5000 ml
38.	9623	UV FILTER protective shampoo with cherry fragrance	5901018004521	6	1000 ml
39.	9553	UV FILTER protective conditioner with cherry fragrance	5901018016777	6	1000 g
40.	9543	UV FILTER protective mask with cherry fragrance	5901018004477	8	500 g
41.	9613	COLOR BOOST COMPLEX color revitalizing shampoo	5901018004507	8	500 g
42.	9544	COLOR BOOST COMPLEX color revitalizing conditioner	5901018005016	8	500 g
43.	9603	COLOR BOOST COMPLEX color toning shampoo	5901018018122	8	500 g
44.	9622	MILK PROTEINS nourishing shampoo	5901018004514	6	1000 ml
45.	9542	MILK PROTEINS nourishing treatment	5901018004460	8	500 g
46.	9624	CLEANPRO COMPLEX cleansing shampoo	5901018008093	6	1000 ml

JOANNA PROFESSIONAL – STYLING

No	Code	Product name	Barcode	Pcs per carton	Volume
FIXATION					
1.	9833	Gel brillantine extra strong	5901018016425	8	500 g
2.	9923	Lotion for hair styling strong	5901018016531	20	300 ml
3.	9924	Lotion for hair styling very strong	5901018016548	20	300 ml
4.	9921	Lotion for hair styling very strong	5901018016524	9	1000 ml
5.	9837	Styling gum mega strong	5901018016210	8	200 g
6.	9863	Fixing paste strong	5901018016241	8	200 g
7.	9864	Concrete gel mega strong	5901018016487	10	200 g
8.	9882	Mattifying paste strong	5901018016258	8	200 g
9.	9847	Hair spray extra strong	5901018016227	12	750 ml
SHINING					
1.	9842	Shining spray soft	5901018016432	8	150 ml
SMOOTHING					
1.	9858	Silky smoothing serum soft	5901018004934	10	100 ml
2.	9854	Smoothing cream for hair straightening	5901018016456	10	200 g
3.	9859	Smoothing spray natural	5901018016463	20	300 ml
SPRINGINESS (CURLS)					
1.	9874	Curl mousse strong	5901018016494	22	150 ml
2.	9875	Curl highlighting cream	5901018016500	10	200 g
3.	9876	Curl spray	5901018016517	20	300 ml

JOANNA PROFESSIONAL – COLORANTS - 50 g

No	Code	Color shade No	Product name	Barcode	Pcs per carton
1.	9210	1	Black	5901018004170	15
2.	9230	3	Dark brown	5901018004187	15
3.	9240	4	Brown	5901018004200	15
4.	9250	5	Light brown	5901018004224	15
5.	9252	5.3	Golden light brown	5901018004231	15
6.	9253	5.36	Chocolate light brown	5901018004248	15
7.	9260	6	Dark blond	5901018004279	15
8.	9263	6.34	Golden copper dark blond	5901018004293	15
9.	9264	6.36	Chocolate dark blond	5901018004309	15
10.	9265	6.43	Copper golden dark blond	5901018004316	15
11.	9266	6.5	Red dark blond	5901018004323	15
12.	9270	7	Blond	5901018004347	15
13.	9274	7.4	Copper blond	5901018004354	15
14.	9276	7.5	Red blond	5901018004361	15
15.	9280	8	Light blond	5901018004378	15
16.	9281	8.1	Light ash blond	5901018004385	15
17.	9284	8.45	Copper red light blond	5901018004392	15
18.	9290	9	Extra light blond	5901018004408	15
19.	9291	9.13	Beige very bright blond	5901018006983	15
20.	9294	10	Ultralight blond	5901018004415	15
21.	9295	10.01	Ultralight clear ash blond	5901018004422	15
22.	9297	10.10	Ultralight natural blond	5901018004446	15
23.	9298	10.13	Ultralight beige blond	5901018006990	15
25.	9701		Skin hair dye remover 100 ml	5901018014636	6

JOANNA PROFESSIONAL – LIGHTENERS

No	Code	Product name	Barcode	Pcs per carton	Volume
1.	9727	Lightener Platinum	5901018008796	6	500 g
2.	9728	Lightener Platinum Classic	5901018008802	6	500 g
3.	9732	Lightener Platinum Classic	5901018014629	15	40 g

JOANNA PROFESSIONAL – OXIDIZERS & PERM LOTIONS

No	Code	Product name	Barcode	Pcs per carton	Volume
1.	9019	Hair fixer - 3% hydrogen peroxide	5901018008826	12	130 ml
2.	9024	Cream oxidizer 3%	5901018008833	9	1000 g
3.	9025	Cream oxidizer 6%	5901018008840	9	1000 g
4.	9026	Cream oxidizer 9%	5901018008857	9	1000 g
5.	9027	Cream oxidizer 12%	5901018008864	9	1000 g
6.	9034	Cream oxidizer 3%	5901018008871	12	130 g
7.	9035	Cream oxidizer 6%	5901018008888	12	130 g
8.	9036	Cream oxidizer 9%	5901018008895	12	130 g
9.	9037	Cream oxidizer 12%	5901018008901	12	130 g
10.	9414	Permanent wave lotion - mild	5901018008918	12	130 ml
11.	9415	Permanent wave lotion - normal	5901018008925	12	130 ml
12.	9416	Permanent wave lotion - strong	5901018008932	12	130 ml

JOANNA PROFESSIONAL – ULTRAPLEX

No	Code	Product name	Barcode	Pcs per carton	Volume
1.	9581	Professional Ultraplex Activator	5901018016593	3	100 ml
2.	9583	Professional Ultraplex Conditioner	5901018016616	12	500 g
3.	9582	Professional Ultraplex Stabilizer	5901018016609	12	500 g
4.	9654	Professional Ultraplex Shampoo	5901018016586	12	500 ml

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