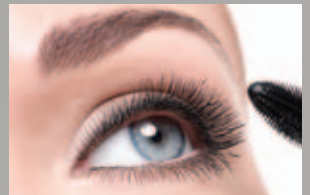




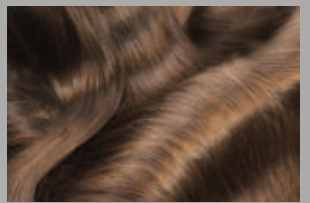
You are beautiful

Joanna

THE NAME OF BEAUTY



TINT CREAM



Naturia^{color}



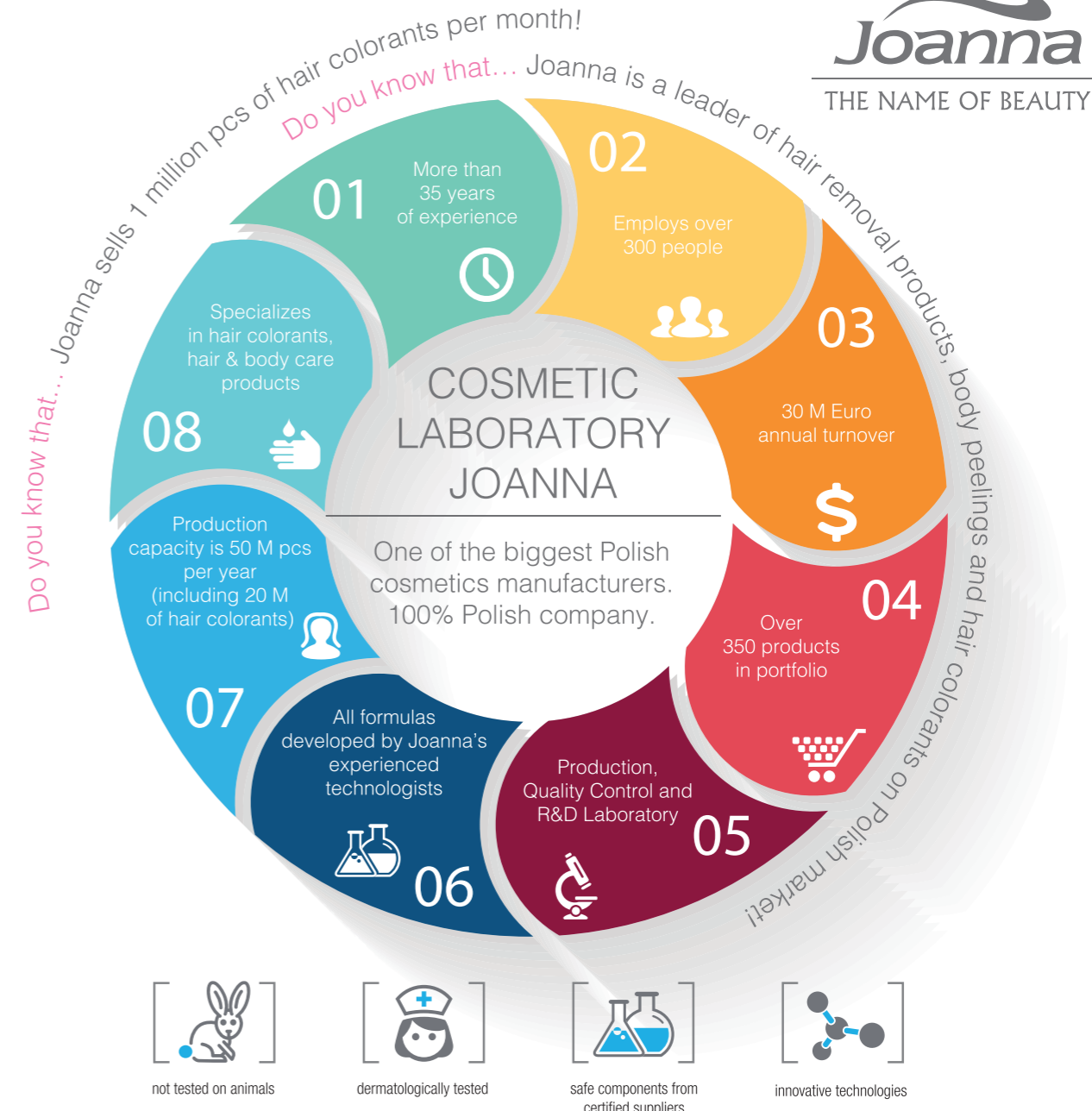
Traditional Recipes

PRODUCTS
CATALOGUE



Cosmetic Laboratory Joanna

- Has its own Production, Quality Control and R&D Laboratory
- All recipes 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)



MULTI CREAM

PERMANENT COLOR CREAM

color



3D effect

- Full of expression, long lasting color
- Precise coloring effect
- Perfect coverage of gray hair



DERMATOLOGICALLY TESTED

< **3D effect** >

Level III

PERMANENT COLOR

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 >	MULTI BLOND SUPER 5-6 TONES LIGHTENER FOR HIGHLIGHTS 5 901018 013622 >	MULTI BLOND INTENSIV 4-5 TONES LIGHTENER FOR WHOLE HAIR 5 901018 013639 >	MULTI BLOND REFLEX SPRAY LIGHTENER 5 901018 013350 >	Keratyna Keratin 20 g/r				

KERATIN hair mask

FOR COARSE DULL AND DAMAGED HAIR

Naturia

organic

PERMANENT HAIR COLOR CREAM



- Hair and scalp protection
- Long lasting colors
- Perfect gray coverage

DERMATOLOGICALLY TESTED

AMMONIA & PPD* FREE

Level III
PERMANENT COLOR



CARING PERMANENT HAIR COLOR CREAM



310 SUNNY	311 PLATINUM	312 NATURAL	313 CARAMEL	314 GREY	320 FLAMING	321 CHESTNUT
5 901018 012670 >	5 901018 012687 >	5 901018 012694 >	5 901018 014810 >	5 901018 014827 >	5 901018 014834 >	5 901018 012700 >
332 CHERRY	333 EGGPLANT	339 COCOA	340 TEA	341 CHOCOLATE	342 COFFEE	350 EBONY
5 901018 012717 >	5 901018 012724 >	5 901018 014841 >	5 901018 012731 >	5 901018 012748 >	5 901018 012755 >	5 901018 012762 >

* PPD – Parafenylenodiamina – substance that causes allergic reactions

color Naturia

Nr 1
in Poland!

PERMANENT COLOR
CREAM

DERMATOLOGICALLY
TESTED

peach extract
and
milk proteins



Level III
PERMANENT COLOR



THE MOST BEAUTIFUL COLORS OF NATURE
FOR A LONG TIME

NEW

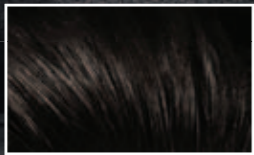
208 ROSE BLOND	209 BEIGE BLOND	210 NATURAL BLOND	211 GOLDEN SAND	212 NOBLE PEARL	213 SILVER DUST
214 PIGEON GRAY	215 COLD BLOND	218 COPPER BLOND	219 SWEET TOFFEE	220 FLAMING SPARK	221 AUTUMN LEAF
222 WILD CHESTNUT	231 RED CURRANT	232 RIPE CHERRY	233 DEEP BURGUNDY	234 PLUM AUBERGINE	235 FOREST BERRY
237 COLD BROWN	238 FROSTY BROWN	239 MILK CHOCOLATE	240 SWEET CAPPUCCINO	241 NUT BROWN	242 ROAST COFFEE
243 BLACK LILAC	4006 NATURIA BLOND FOR WHOLE HAIR 4-5 TONES	4005 NATURIA BLOND FOR HIGHLIGHTS 4-6 TONES			

- Perfect coverage of gray hair
- Rich and long-lasting colors

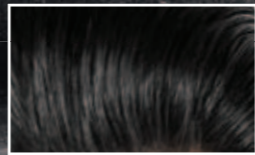
POWER Men

[EASY TO USE] [ANTI-GREY FORMULA]

NEW



01 BLACK



02 DARK BROWN



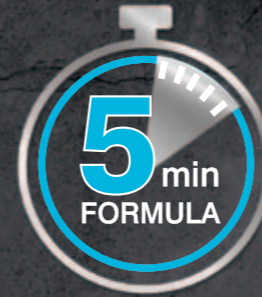
04 NATURAL BROWN



Ammonia & PPD* free

POWER Men

[NATURAL PERMANENT COLOR]



[3 in 1] HAIR, BEARD & MOUSTACHE

● POWER Men COLOR CREAM
Power Men hair color cream is a high quality product dedicated especially for men, which gives the effect of immediate and permanent coverage of gray hair. Just a few minutes is enough to obtain a discrete and natural result of coloring on the head, beard or mustache.

Product is convenient and easy to use thanks to a special bottle with an applicator.

JUST APPLY – LEAVE – RINSE OFF



FLUO COLOR

[LASTS UP TO 15 WASHES]

AMMONIA & OXIDIZER FREE

Level II
DEMI-PERMANENT
COLOR

[LASTS UP TO 10 WASHES]

PASTEL COLOR

AVAILABLE COLORS:



Pink



5 901018 017408 >



Red



5 901018 017415 >



Turquoise



5 901018 017422 >



Navy blue



5 901018 017439 >

Fluo Color is a new, easy to use, demi-permanent color dedicated to stylish, fashionable people who want to be noticed. It only takes a while to change hair into super trendy highlights, endings or total color.

Let's continue our story with fashionable, intensive colors!

AVAILABLE COLORS:



Pink



5 901018 017446 >



Turquoise



5 901018 017453 >



Jeans



5 901018 017460 >



Silver



5 901018 017477 >

Pastel Color is a new, easy to use, demi-permanent color dedicated to people who expect subtle nuances of hair shades in the most fashionable colors. It only takes a while to change hair into super trendy highlights, endings or total color.

Pastel effect on very light, light and lightened hair.

Follow your mood and create a new, fresh and subtle image!

COLOR SPRAY

[PANTHENOL]

[SAFE DYES]

[LASTS UP TO 3 WASHES]

AMMONIA & OXIDIZER FREE

Level I
INSTANT COLOR

Color Spray products are for people who often like to change their image. It just takes a moment to achieve a spectacular metamorphosis of your hair.

Easy and convenient application on the whole of the hair, ends or bangs. The product is dedicated to light and very light blond hair.



AVAILABLE COLORS:



Pastel pink



5 901018 016906 >

Pastel silver



5 901018 016913 >

Pastel turquoise



5 901018 016920 >

Pastel blue



5 901018 016937 >

Pastel purple



5 901018 016944 >

Quick and easy to use
Fashionable Pastel colors
for hair and ends

MULTI EFFECT color

Instant color shampoo



- Ammonia and oxidizer free
- Easy and quick application
- Vivid and beautiful hair color



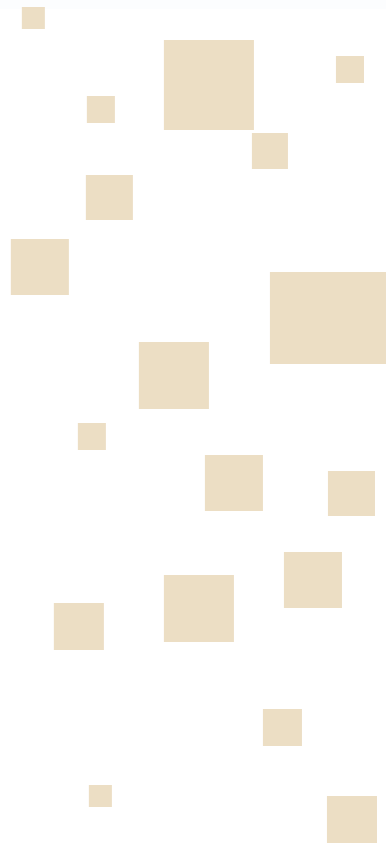
DERMATOLOGICALLY TESTED

WASHABLE COLOR LASTS 4-8 SHAMPOOS

AMMONIA & OXIDIZER FREE

Level I INSTANT COLOR

keratin complex



 01 SANDY BLOND 5 901018 015114 >	 02 PEARLY BLOND 5 901018 015121 >	 03 NATURAL BLOND 5 901018 015138 >	 04 RED RASPBERRY 5 901018 015145 >	 05 CURRANT RED 5 901018 015152 >
 06 CHERRY RED 5 901018 015169 >	 07 DEEP BURGUNDY 5 901018 015176 >	 08 JUICY EGGPLANT 5 901018 015183 >	 09 NUT BROWN 5 901018 015190 >	 010 CHESTNUT BROWN 5 901018 015206 >
 011 COFFEE BROWN 5 901018 015213 >	 012 CHOCOLATE BROWN 5 901018 015220 >	 013 EBONY BLACK 5 901018 015237 >	 014 AROMATIC CAPPUCCINO 5 901018 015244 >	 015 FIERY RED 5 901018 015251 >

[EMPHASIZES COLOR SHADE] [FOR BLOND, BROWN OR GINGER HAIR]

[2IN1 - COLORING & CARE PRODUCT] [LASTS UP TO 4 WASHES]

NEW

■ ULTRA COLOR SYSTEM – color revitalizing hair care

Shampoo for blonds, lightened & gray hair 400 ml



Hair rinse – silver 130 ml



Shampoo for blonds, lightened & gray hair 20 ml (set of 5 pcs.)



Shampoo for blonds, lightened & gray hair 200 ml



Hair rinse – blue 130 ml



Shampoo for blonds, lightened & gray hair – pink 20 ml (set of 5 pcs.)



Shampoo for blonds, lightened & grey hair – pink 200 ml



Hair rinse – pink 130 ml



Shampoo for red hair 200 ml



Hair rinse in spray – silver 150 ml



Shampoo for brown hair 200 ml



Hair rinse in spray – blue 150 ml



Conditioner for blonds, lightened & gray hair 200 g



Hair rinse in spray – pink 150 ml



■ ULTRA COLOR – color-enhancing conditioners 100 g



Color-enhancing conditioner copper shades



Color-enhancing conditioner brown shades



Color-enhancing conditioner silver & platinum shades



Color-enhancing conditioner warm blond shades



Color-enhancing conditioner mahogany & red shades



The coloring conditioner easily changes or refreshes the color of natural and dyed hair.

The optimal composition of ingredients and dyes allows to get a perfect look and intense, luminous hair shade in just 3 minutes.

[REFRESHED COLOR IN 3 MINUTES]

The product provides a temporary, intense effect

STYLING
EFFECT

Create and style your look



[CREATION & STYLIZATION]

STYLING
EFFECT



● STYLING EFFECT

Fixing hair spray strong 250 ml 5 901018 012014 >	Fixing hair spray, extra strong 250 ml 5 901018 012007 >	Very strong modeling mousse 150 ml 5 901018 012045 >	Extra strong modeling mousse 150 ml 5 901018 012038 >	Strong modeling gel 150 g 5 901018 012052 >	Very strong modeling gel 150 g 5 901018 012069 >	Styling lotion very strong 150 ml 5 901018 012090 >	Styling paste 90 g 5 901018 012137 >
Silk 30 ml 5 901018 012120 >	Silk 15 ml 5 901018 012113 >	Gel brillantine 150 g 5 901018 012236 >	Spray gel for creative hair styling 150 ml 5 901018 012083 >	Glossing spray sheen 150 ml 5 901018 012175 >	Hair styling mist 150 ml 5 901018 012106 >	Silk shine wax 45 g 5 901018 012229 >	Wax brillantine 45 g 5 901018 012212 >
Curl spray 150 ml 5 901018 012182 >	Curl cream 150 g 5 901018 012199 >	Smoothing spray 150 ml 5 901018 012205 >	Styling gum 100 g 5 901018 012151 >	Mattifying paste 80 g 5 901018 013547 >	Rubber cream 80 g 5 901018 013561 >	Chaos styling cream 100 g 5 901018 013578 >	Rubber gel 100 g 5 901018 014087 >
Freezing gel 100 g 5 901018 014094 >	Flexible gel 100 g 5 901018 014100 >	Salt spray 150 ml 5 901018 017255 >					



TRADITIONAL RECIPES hair shampoos & conditioners 300 ml



- | | | | | | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Normalizing shampoo
hops & yeast beer</p>  <p>5 901018 014964 ></p> | <p>Strengthening shampoo
horsetail & rosemary</p>  <p>5 901018 014988 ></p> | <p>Nurturing shampoo
egg yolk & castor oil</p>  <p>5 901018 015008 ></p> | <p>Conditioner
horsetail & rosemary</p>  <p>5 901018 015039 ></p> | <p>Conditioner
honey & milk proteins</p>  <p>5 901018 015022 ></p> | <p>Regenerating serum
honey & milk proteins for hair
endings 50 g</p>  <p>5 901018 015831 ></p> | <p>Regenerating shampoo
honey & milk proteins</p>  <p>5 901018 014971 ></p> |
| <p>Conditioner
hops & yeast beer</p>  <p>5 901018 015015 ></p> | <p>Conditioner
egg yolk & castor oil</p>  <p>5 901018 015046 ></p> | <p>Mask
honey & milk proteins
250 g</p>  <p>5 901018 015848 ></p> | <p>Mask
egg yolk & castor oil
250 g</p>  <p>5 901018 015855 ></p> | <p>Shampoo
black radish & nettle</p>  <p>5 901018 017378 ></p> | <p>Conditioner
black radish & nettle</p>  <p>5 901018 017392 ></p> | <p>Shampoo-conditioner
black radish & nettle</p>  <p>5 901018 017385 ></p> |

[DRY & DAMAGED HAIR]

[EXCEPTIONAL CARE]










Castor oil



Organic argan oil



ARGAN OIL – hair care

Shampoo 200 ml  5 901018 010805 >	Shampoo 400 ml  5 901018 013486 >	Conditioner 200 ml  5 901018 014797 >	Conditioner 400 ml  5 901018 014803 >	Hair mask 150 ml  5 901018 010829 >
Serum for hair endings 50 g  5 901018 010843 >	Silky leave-in conditioner 30 ml  5 901018 010850 >	Two-phase conditer 150 ml  5 901018 012489 >	Duo-sachet shampoo/ hair mask 2 x 10 g  5 901018 010959 >	

Keratin



[COARSE, DULL & DAMAGED HAIR]

[DAMAGED HAIR AFTER PROCESSING]

[SILK PROTEINS]

Silk

KERATIN – hair care

Shampoo
200 ml



5 901018 011796 >

Shampoo
400 ml



5 901018 014902 >

Conditioner
200 g



5 901018 014889 >

Conditioner
400 g



5 901018 014919 >

Hair mask
150 g



5 901018 011765 >

Spray conditioner
150 ml



5 901018 011772 >

Rebuilding serum
30 g



5 901018 017132 >



Wheat proteins

[rebuilding effect]

SILK smoothing hair care

Shampoo
200 ml



5 901018 005887 >

Shampoo
400 ml



5 901018 013509 >

Conditioner
200 g



5 901018 005917 >

Smoothing serum
30 g



5 901018 017149 >

Spray conditioner
(easier hair combing) 150 ml



5 901018 005924 >

Silk proteins










[smoothing effect]



+ POWER HAIR – strengthening treatment against hair loss

Power Hair products restore a healthy look of the hair, stimulating growth and reducing hair loss. Hair become smoother with a natural softness and significantly better condition.

Shampoo against gray hair 200 ml  5 901018 013530 >	Shampoo with guarana for man 200 ml  5 901018 016166 >	Shampoo anti-dandruff for man 200 ml  5 901018 015497 >	
Shampoo 200 ml  5 901018 012922 >	Conditioner 200 g  5 901018 012939 >	Treatment 100 ml  5 901018 012946 >	Ampoules 4 x 10 ml  5 901018 012953 >

[HAIR LOSS
reduction]



[GRADUALLY
eliminates graying]

[STRENGTHENING
of hair follicles]

[PROTECTION against
harmful external factor]

Charcoal

NEW

[DETOX & CLEANSING]

CHARCOAL – hair care 200 ml

Micellar Shampoo
5 901018 017552 >

Micellar Shampoo -conditioner
5 901018 017569 >

Conditioner
5 901018 017576 >



Panthenol

Macadamian oil

HYALURONIC LINE

[ULTRA-HYDRATING]

HYALURONIC LINE – hair care with hyaluronic acid

Shampoo 200 ml
5 901018 015435 >

Shampoo 400 ml
5 901018 015442 >

Conditioner 200 g
5 901018 015459 >

Conditioner in spray – easy combing 150 ml
5 901018 015466 >

Body balm 200 g
5 901018 015473 >

Shower gel 300 ml
5 901018 015480 >



Olive oil & Allantoin

Dry & dull hair
Dehydrated skin

NATURIA FAMILY Shampoos 750 ml

Shampoo
cucumber & aloe



Shampoo
birch & burdock



Shampoo
horsetail & rosemary



NATURIA BODY Shower gels 300 ml

Grapefruit & orange



Mango & papaya



Cherry & currant



Olive



Melon & avocado



NATURIA FAMILY Bath foams 750 ml

Bath foam
Cherry Blossom



Bath foam
Goat Milk



Bath foam
Juicy Melon



NATURIA BODY Shower gels 100 ml

Mango & papaya



Aloe & lime



Grapefruit & orange





NATURA BODY Liquid soaps 500 ml



Soap with balm
- argan oil



Soap with balm
- olive oil



Soap with balm
- raspberry



Liquid soap strawberry
- doypack 300 ml



Liquid soap olive
- doypack 300 ml



Liquid soap argan oil
- doypack 300 ml



NATURA BODY Hand & foot creams 50 ml

Glycerin hand cream
cucumber extract



Glycerin hand cream
lemon extract



Glycerin hand cream
olive oil




[TRADITIONAL HERBS]

[100% NATURAL GRANULES]

[REFRESHING]

[PROTECTIVE]

[SOOTHING]

 NATURIA BODY Washing peelings 100 g

SLS & SLES Free



Argan oil



Active carbon



Olive



Raspberry



Tangerine



Mango



Passion fruit



 NATURIA BODY Intimate hygiene gels

Oak bark
100 ml



Oak bark
300 ml



Ribwort plaintain
100 ml



Ribwort plaintain
300 ml



Marigold
100 ml



Marigold
300 ml



 NATURIA BODY Body balms 500 ml



Nourishing
olive oil



Regenerating
lilac



Caring
green tea



Botanicals FOR HOME SPA

NEW



Natural granules

NEW

Botanicals FOR HOME SPA

BOTANICALS for Home SPA – body care



Regenerating hand cream
black rose 75 g



Moisturizing hand cream
cannabis seed 75 g



Nourishing hand cream
oat milk 75 g



Regenerating body lotion
black rose 240 g



Moisturizing body lotion
cannabis seed 240 g



Nourishing body lotion
oat milk 240 g



Regenerating shower gel
black rose 240 ml



Moisturizing shower gel
cannabis seed 240 ml



Nourishing shower gel
oat milk 240 ml



Regenerating body scrub
black rose 200 g



Moisturizing body scrub
cannabis seed 200 g



Nourishing body scrub
oat milk 200 g



PREBIOTIC LINE

- [ULTRA-GENTLE]
- [LOW-FOAMING]
- [PREBIOTICS AND PANTHENOL]

- [MILD FORMULA]
- [DRY, DELICATE, ALLERGY PRONE SKIN]



NO
PARABENS
DYES
ALLERGENS
SILICONES
SLS, SLES

■ PREBIOTIC LINE
– ultra-gentle hair & body care 200 ml

- | | | |
|-------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Body lotion

5 901018 016081 > | Liquid soap with balm

5 901018 015633 > | Feminine wash – prebiotics & cotton extract

5 901018 016074 > |
| Shower gel

5 901018 016050 > | Shampoo



5 901018 016043 > | Feminine wash – emulsion prebiotics & lactic acid

5 901018 016142 > |
| | | Gynecological Feminine wash – prebiotics & hydromanil

5 901018 016159 > |



■ OILLIUM BABY – baby care

- | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| Dermatological bath lotion 250 ml

5 901018 015688 > | Dermatological body lotion 200 g

5 901018 016036 > |
|-------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|



 POWER MEN – body care

Shower gel
black pepper & guarana
300 ml



Shampoo
& shower gel 3 in 1
100 ml



Shampoo
& shower gel 3 in 1
100 ml



Shower gel 3 in 1
charcoal
400 ml



 POWER MEN – face care

Cream for men
moisturizing & nurturing
100 g



After shave balm
hypoallergenic
100 g



After shave balm
for sensitive skin
100 g



Shaving gel
for sensitive skin
200 ml





Velvety smooth skin!

● SENSUAL – depilatory line

Body depilatory cream – olive 100 g



5 901018 013875 >

Armpits, arms & bikini depilatory cream – cotton 100 g



5 901018 013882 >

Legs depilatory cream – argan oil 100 g



5 901018 013912 >

Body strips with aloe – sensitive skin 6 x 2



5 901018 013899 >

Body strips with argan oil – dry skin 6 x 2



5 901018 013943 >

Soothing after wax oil 150 ml



5 901018 002756 >

Face strips with aloe – sensitive skin 6 x 2



5 901018 013905 >

Face strips with almond – normal skin 6 x 2



5 901018 013936 >

Face strips with argan oil – dry skin 6 x 2



5 901018 013950 >

Shaving gel – melon 200 ml



5 901018 079390 >

Soothing after shave lotion – delaying hair growth 150 g



5 901018 001469 >

MultiLASHES

[D-PHANTENOL]
[CARNAUBA WAX]

[BEES WAX]
[BAIKAL SKULLCAP]

[NATURAL EFFECT] [CASTOR OIL]

TINT CREAM



5 901018 016623 > Eyelashes enhancing serum 4 ml



5 901018 016760 > Mascara enhancing eyelash growth 10 ml



5 901018 017279 > Mascara enhancing eyelash growth - silicone brush 12 ml



1.0 Black
5 901018 016173 >



3.0 Dark Brown
5 901018 016180 >



TINT Cream for eyebrows and eyelashes dyes in a gentle way, ensuring long-lasting color and enhancing the density and length of lashes. It emphasizes the expressiveness of the eyes and gives the eyebrows an ideal shape. The formula is enriched with nourishing castor oil.

Creamy texture for easy application

■ EYELASH enhancing serum

[Longer and thicker eyelashes
Eyelashes are fuller and darker
Reduced loss and improved condition of eyelashes]*

**The first effects
– after 3 weeks of regular use.**

* Results proven by application tests in an independent laboratory under the guidance of dermatologists.

■ MASCARA enhancing eyelash growth*

The formula is enriched with eyelash growth stimulating complex ensuring:

- increased eyelash thickness and volume
- reduction of eyelash loss
- highlighted, lengthened and curled eyelashes

* Effects confirmed by applied research at an independent laboratory under the supervision of a dermatologists.

■ TINT for eyebrows and eyelashes

1.0 Black
5 901018 016173 >

3.0 Dark Brown
5 901018 016180 >



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