



100%  
VEGAN

barex<sup>®</sup>  
italiana

# JOC CARE

## 100% VEGAN



### Formulation & Fragrance 100% Vegan

An extra value for a product whose production process excludes completely during all its stages any animal-derived substance for **clean, innovative and effective formulations**.



### Innovative Technology **Blue Light Shield**

A **powerful photo-protective system to prevent scalp and hair from premature aging**, resulting from the high level of blue light and UV rays to which we are overexposed today due to our hyper-connected lifestyles.



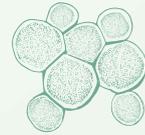
### Post-Consumer Recycled bottles

All our bottles are recyclable and made of up to 50% PCR plastic (Post Consumer Recycled).

### Enhanced Haircare

The formulas are the result of ingredients skillfully balanced for a visible and measurable result.

- **BLUE MICROALGA**: extremely powerful and at the base of the **Blue Light Shield** photo-protective technology, to protect scalp and hair from the harmful effects of blue light.
- **BOTANICAL EXTRACTS**: natural elements extremely active, extracted through sustainable procedures by selected suppliers.
- **SEAWEEDS**: a beauty treasure chest for hair that boasts a high content of elements with several beneficial effects.



BLUE MICROALGA



BOTANICAL EXTRACTS



SEAWEEDS



### OTHER GOOD POINTS

#### JOC CARE is hygiene first

Practical bottle with dispenser: **the product is not contaminated** by external agents or by the stylist, for a hygienic and safe application.

#### EXPRESS MASK

A **specific and highly-effective treatment** which **in only one minute** ensures a professional result and gives a true infusion of wellness and energy to your hair.



# THE RANGE: 4 TREATMENT LINES WITH 4 DIFFERENT BLENDS

✓ SLES FREE

✓ PARABEN FREE

✓ COLORANT FREE

## JOC CARE RE-HYDRA

for dry hair  
with **Banana Flower and Giant Kelp**.

A treatment that hydrates deep down, nourishes and reinforces by restoring softness and shine to dry and brittle hair.

Hydrating Shampoo 100ml (*Limited Edition*) - 250ml - 1000ml - pH 5.5  
Hydrating Conditioner 250ml - 1000ml - pH 4.0  
Hydrating Mask 200ml - 1000ml - pH 4.5



Banana Flower



Giant Kelp



Blue Light Shield

## JOC CARE PRO-REMEDY

for damaged hair  
with **Baobab and Channel Wrack**.

It repairs the surface of damaged hair restoring the natural level of hydration, making your hair stronger, smooth and easier to comb.

Restructuring Shampoo 100ml (*Limited Edition*) - 250ml - 1000ml - pH 5.8  
Restructuring **Express** Mask 200ml - 1000ml - pH 4.0



Baobab



Channel Wrack



Blue Light Shield

## JOC CARE SATIN SLEEK

for frizzy and unruly hair  
with **Linseed and Winged Kelp**.

Intensive treatment with a smoothing action for taming frizzy hair.

Smoothing Shampoo 100ml (*Limited Edition*) - 250ml - 1000ml - pH 5.5  
Smoothing **Express** Mask 200ml - 1000ml - pH 7.5  
Absolute Smoothness Cream 200ml - pH 3.0



Linseed



Winged Kelp



Blue Light Shield

## JOC CARE DAILY DEFENCE

for all hair types  
with **Hemp and Green Caviar**.

Ultra-delicate treatment that cleans without altering the natural balance of the scalp, reinforcing and protecting the hair from external agents.

Daily Wash Shampoo 250ml - 1000ml - pH 6.0  
Daily Wash Conditioner 250ml - 1000ml - pH 4.0



Hemp



Green Caviar



Blue Light Shield



This folder has been printed by using a specific kind of paper called Shiro Alga, an **ecological paper, recycled and biodegradable** produced from excess algae in the Venice Lagoon mixed with FSC-certified fibers for high-quality and environmentally friendly results.