



100%
VEGAN

barex®
italiana

JOC COLOR

100% VEGAN



100% Vegan Formulation & Fragrance

Clean, innovative and effective formulations made in line with a philosophy which excludes completely, during all production stages, any animal-derived substances, avoiding any animal sacrifice and/or abuse. Since the company's foundation, **Barex have never carried out animal testing either in our country or abroad. Even before the tests on animals were prohibited in Europe in 2013.**



Sustainable Packaging

All our bottles are recyclable and made of up to **100% PCR plastic (post-consumer recycled)**. This leads to a virtuous circle which **protects our Seas and Oceans**, a vital ecosystem to be preserved, **saves energy and reduces CO2 emissions**.



Blue Light Shield

A powerful photo-protective system to protect scalp and hair from premature ageing, caused by high levels of blue light to which we are overexposed today due to our hyper-connected lifestyle.



Communicative Packaging

The communication interface created by the packaging aims to **explain clearly the benefits of the product** to the customers. For this reason, there are various icons both on the front and on the back of the product. Furthermore, the **INCI list shows the natural ingredients combination which improve treatment effects**.



OTHER GOOD POINTS

JOC IS HYGIENE FIRST

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



TECHNICAL PRODUCTS

✓ 100% VEGAN ✓ DERMATOLOGICALLY TESTED

Natural active ingredients for a strengthening and emollient action



WHEAT PROTEINS

Penetrate deeply and quickly into the hair fiber and perform a highly **strengthening, restructuring and protective action.**



JOJOBA OIL

Soothes and relieves scalp tension with a conditioning action and provides extraordinary shine.



Hair Colouring Cream 1:1,5 **Super Lightening Hair Cream 1:2**

100 ml / 3.5 oz.

- 100% coverage of white hair
- Innovative technology with **micropigments** that penetrate easily into the hair fiber allowing long lasting hair color
- Super Lightening Hair Cream lightens up to 5 tones
- Over 70 shades that offer endless possibilities from fashion colors to naturals

Stain Remover Wipes

100 pcs

Practical and quick to use, they're perfect for removing any color stains on skin caused by the colouring creams. Pleasantly fragranced and cleansing with **Apricot and Almond Oils.**

Shine Developer

150 ml / 5.07 fl. oz. - 1000 ml / 33.8 fl. oz.

10 Vol (3%) - 20 Vol (6%) - 30 Vol (9%) - 40 Vol (12%)

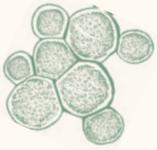
A highly stable and creamy oxidizing emulsion that guarantees volume stability and helps maintain an ideal pH level during hair coloring. Enriched with **Meadowfoam Flower Extract** that protects hair while allows shiny and uniform color.



TREATMENT PRODUCTS

✓ 100% VEGAN ✓ SLES FREE ✓ PARABEN FREE ✓ DERMATOLOGICALLY TESTED

Natural active ingredients improve the treatment action



BLUE MICROALGA
Extremely powerful, it **protects** scalp and hair **from the harmful effects of blue light** preventing photo-aging and preserving color brilliance.



SUNFLOWER PHYTO-CERAMIDES
Protect hair from **UV rays** while performing a restructuring action.



ALMOND
Deeply **strengthens and moisturizes** hair while preventing frizz.



APRICOT
It performs an **efficient anti-age action** for healthy, soft and shine hair.



Color Protection Shampoo/pH 5.0

250 ml / 8.45 fl. oz. - 1000 ml / 33.8 fl. oz.

A color-safe SLES free formula to protect hair color from fading ensuring gentle cleansing.



Color Protection Conditioner/pH 4.5

250 ml / 8.45 fl. oz. - 1000 ml / 33.8 fl. oz.

Moisturizes and detangles colored hair, preserving color intensity and providing shine and softness.

Color Protection Mask/pH 4.0

200 ml / 6.76 fl. oz.
1000 ml / 33.8 fl. oz.

A rich and creamy texture to deeply nourish colored hair and preserve color brilliance.



2 Phase Color Protection/pH 3.0

200 ml / 6.76 fl. oz.

A lightweight leave-in conditioner to instantly hydrate colored hair and improve brushing.



