



JOC

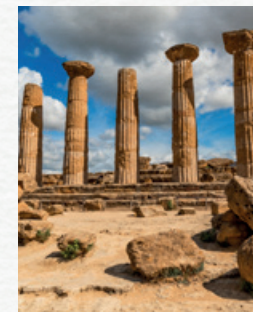
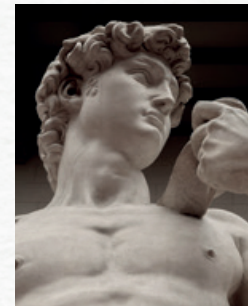
STYLE

barex[®]
italiana

barex[®]
italiana
Mastery Lab

italiana

One word that defines a company with strong, deep-rooted ties to its local area, reflecting a **style** inspired by a rich artistic heritage, ranging from unique natural landscapes and the **Italian way of life**, that is renowned and loved worldwide.



Mastery is:

- **Know-how** stemming from **over 50 years of experience**.
 - Highly-specific **creativity** and **expertise**.
 - **Authentic passion**
- The perfect blend of **tradition and modern trends**
 - **Constant, meticulous attention to detail**.

Following age-old traditions to produce a **unique product** using **ultra-modern technology**.



Lab

This is **the heart** of the company.
It is **constant innovation** technology.
It is **concrete creativity** that brings solutions to life.





JOC

STYLE

IS THE DESIRE
TO HAVE FUN AND CREATE
A DYNAMIC STYLE

Style is increasingly important
because **your hair expresses who
you really are;**
the symbol and outward
representation of the individual.

Styling is all-important in highlighting
and enhancing your features.

CHOOSE

JOC
STYLE

TO AVOID HAVING
A "BAD HAIR DAY"!



A **simple, streamlined** range.
Intense and vibrant colours representing
innovation and design.

A **graphic look inspired by botanical
illustrations**, reflecting the in-depth
study into the ingredients we use for
our products.



JOC
STYLE

barex[®]
italiana





2 CATEGORIES



JOC STYLE: purple dot
to indicate the styling products
needed to create the perfect base for
any hairstyle.

JOC FINISH: pale purple dot
to indicate the finishing
products used to add the
finishing touch to your look.

Hold



For extra hold!

5 FAMILIES

Shine



For added brightness!

Lift



For added lift!

Volume



For all-round
volume!

Definition



For prep and blow-out!

**HOLD
0-10**

hold
factors

A FIXING AND SHINE
SCALE

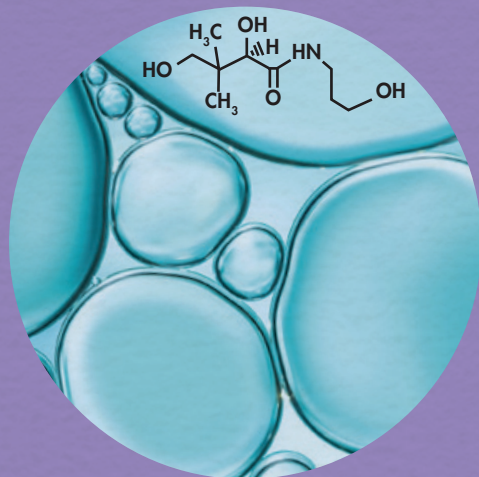
RANGING FROM 0 TO 10

**SHINE
0-10**

shine
factors

Range boosted by the
addition of

Panthenol



- **Conditions** and moisturizes your hair.
- **Protects** from humidity and frizziness.
- **Adds shine.**

Fragrance

A **distinctive fragrance** starting with a **fresh, clear note** reminiscent of a waterfall on a cool spring day, followed by a **clear, transparent scent** which **blends with a lush, aromatic fragrance.**

Stop Plastic

Because sustainability is a value.

We care about the planet, so we have chosen to use **aluminium** which is an **environmentally friendly material that can be recycled** over and over again.

The JOC line **only uses 100% to 50% recycled plastic**, an approach that Barex applies to all its product lines.



SHAPEUP

24H HOLD!

What is it?

INTENSE HOLD HAIRSPRAY

THIS PRODUCT IS IDEAL FOR:

Customers who want a long-lasting hold. Ideal for any type of hair, texture and style.

HOLD

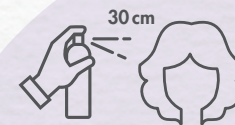


KEY BENEFITS:

- An **extra-strong hold** to maintain any hairstyle and texture.
- **Long-lasting.**
- **Non-sticky.**



HOW TO USE:



Spray
onto dry
hair.



For extra volume:
lift hair and spray
close to the roots.

SHINEON

SEALS IN SHINE!

What is it?

FRIZZ CONTROL & SHINE

THIS PRODUCT IS IDEAL FOR:
Customers with frizzy hair who want
to protect their hairstyle and add
extra shine.

SHINE



KEY BENEFITS:

- Adds **instant shine** to hair.
- **Protects from humidity and combats frizziness.**
- **Sealing action.**
- **Protects your hairstyle and adds shine.**



HOW TO USE:



Spray on
damp hair for
detangling effect.



Spray on
dry hair to add
shine.

BLOWUP

PLUMPED HAIR!

What is it?

STRONG HOLD VOLUMIZING MOUSSE

THIS PRODUCT IS IDEAL FOR:
Anyone who loves a natural, full-bodied,
long-lasting look.
Ideal for all hair types.



KEY BENEFITS:

- A **mousse for hair 2.0** which instantly adds body and texture
- **Natural, full-bodied styling.**
 - **Strong hold.**
 - **Long-lasting.**
 - **Non-sticky.**

8
HOLD

5
SHINE

HOW TO USE:



Shake well, turn the canister upside down and **apply 1-2 dabs of mousse** on washed and towel-dried hair.



Distribute evenly and comb through, then style hair as desired.

VOLUME



PUMPIT

24H VOLUME!

What is it?

WORKABLE VOLUMIZING HAIRSPRAY

THIS PRODUCT IS IDEAL FOR:
Anyone who loves a long-lasting look
with lots of volume.
Ideal for all hair types, especially
fine hair.

VOLUME

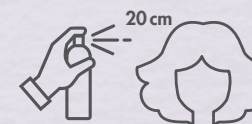


KEY BENEFITS:

- **Ultra-flexible mega volume.**
- **Quick drying.**
- **Non-sticky** formula.
- **Shiny, easy-to-manage** hair.



HOW TO USE:



Spray onto dry hair for
maximum volume and hold.

PUSHUP

INSTANT LIFT!

What is it?

ROOT LIFTING SPRAY MOUSSE

THIS PRODUCT IS IDEAL FOR:

Customers with medium to fine hair who are looking for volume with stylable hold.

LIFT



KEY BENEFITS:

- **Volume and support at the roots.**
- **Light texture.**
- **Adds body** to fine hair for diva like volume.
- **Moisture-resistant.**
- **Flexible hold.**



HOW TO USE:



Spray onto damp hair or wherever you want to add volume.

Blow dry hair away from scalp.

PRIMER

FOR PREP AND
BLOW OUT!

Just like
MAKE UP PRIMERS!

What is it?

STYLE DEFINER

THIS PRODUCT IS IDEAL FOR:

Customers with both curly and straight hair who want to create the base for a perfect hairstyle with long-lasting protection.



KEY BENEFITS:

- Defines the natural texture of straight or curly hair for long-lasting style.
- Detangles the strands and tames your hair making it easier to brush.
- Prevents frizziness and ensures long-lasting protection against humidity.
- Creates a natural look without weighing your hair down.

2
HOLD

5
SHINE

HOW TO USE:



Distribute evenly on damp or dry hair, modelling each strand individually.



Do not rinse.



Style as usual.

DEFINITION



ColorMeStyle

What is it?

A TEMPORARY SERVICE
FOR AN ON-TREND
PERSONALISED STYLE



COMBINE
JOC
STYLE

PRODUCTS AND THE POWER OF
[SUPERPLEX]
UNIBLEND

PURE PIGMENTS
FOR AN ALTERNATIVE EXTRA TOUCH
OF TEMPORARY COLOUR.

KEY BENEFITS:

- A touch of color while you create your usual hairstyle and save time.
- An on-trend colour with no compromises.
- Temporary colour up to 5 shampoos.

HOW TO USE:



Mix Uniblend Pure Pigments with mousse
or other JOC STYLE liquid products*.

* the quantity of pure pigment depends on the styling product used
(e.g. 2 pumps of mousse + 0.25ml (half a pipette)).



