

JOON

Persian Secrets



SAFFRON HAIR ELIXIR

- Joon pairs ancient Persian secrets with modern chemistry
 - ▶ **Saffron** - Saffron, a spice worth more than its weight in gold, is used to strengthen hair with antioxidants, vitamins and minerals
 - ▶ **Pistachio** - Pistachio, widely used in Persian cuisine, touts fatty acids, proteins and vitamins that nourish and moisturize for smooth, bouncy hair.
 - ▶ **Rose** - Adored for centuries by Persian poets and artists, rose is an age-old secret for repairing damage to hair due to its hydrating and anti-microbial properties.
- Luxurious glass perfume bottle
- Ingredient pairings sourced from heirloom family recipes

- Adds Shine
- Detangles
- Defrizzes
- Lightweight
- Moisturizes
- Heat Protectant
- Reduces Drying Time
- Safe for Colored, Keratin & Chemically Treated Hair



	Retail:	Salon:
1.1 fl.oz	\$28	\$14
3.1 fl.oz	\$50	\$25



SAFFRON ROSE SHAMPOO & CONDITIONER

Harness the power of modern chemistry and Persian beauty rituals to restore hair to its healthiest state, hydrating and smoothing the hair strand. Each of our newest products feature Joon’s antioxidant powerhouse blend of Saffron, Rose, Pistachio, and Pomegranate which nourish, strengthen and restore hair elasticity.

- Sulfates-, Paraben-, and Phthalate-Free
- Safe for Daily Use on Color, Keratin and Chemically Treated Hair
- Cruelty-Free & Vegan

	Retail:	Salon:
10 fl.oz	\$28	\$14
33.8 fl.oz	\$64	\$32

SAFFRON ROSE HYDRATING SET

This Saffron Rose Hydrating Set features our Saffron Rose Shampoo, Saffron Rose Conditioner and Saffron Hair Elixir. They are perfect for anyone looking to detangle, smooth, moisturize and add shine to the hair.

Used in traditional Persian beauty rituals for centuries, the “Antioxidant Powerhouse” created by Saffron, Rose, Pistachio and Pomegranate nourishes, strengthens and restores hair elasticity to its healthiest state.

- Sulfates-, Paraben-, and Phthalate-Free
- Safe for Daily Use on Color, Keratin and Chemically Treated Hair
- Cruelty-Free & Vegan



1 Saffron Hair Elixir (*1.1 fl.oz*)

1 Saffron Rose Shampoo (*2 fl.oz*)

1 Saffron Rose Conditioner (*2 fl.oz*)

Retail: \$38

Salon: \$19



HYDRATING HAIRCARE TRAVEL SET

JOON Saffron Rose Shampoo & Conditioner harness the power of modern chemistry and Persian beauty rituals to restore hair to its healthiest state, hydrating and smoothing the hair strand. Their “Antioxidant Powerhouse” blend of Saffron, Rose, Pistachio, and Pomegranate nourishes, strengthens and restores hair elasticity; while its proprietary blend of proteins, panthenol, and vitamin E adds shine, repairs damage from environmental pollutants, and helps reverse the ill-effects of hot styling tools.

1 Saffron Rose Shampoo (2 fl.oz)

1 Saffron Rose Conditioner (2 fl.oz)

Retail: \$22

Salon: \$11

SUMAC SCALP SCRUB

BENEFITS:

- Gently exfoliates the scalp of buildup/dead skin cells
- Invigorates/rejuvenates the scalp and hair
- Supports healthy hair growth
- Soothes the scalp with anti-inflammatory properties
- Nourishes scalp with essential nutrients and antioxidants
- Helps combat environmental aggressors
- Safe for color, keratin, and hair extensions

	Retail	Salon
5.7 fl.oz	\$38	\$19



..... 2-in-1 Shampoo + Scalp Scrub

..... Leaves both hair and scalp exfoliated and moisturized

..... Easy to apply using needle-nose tip

..... Gentle exfoliants are easy to rinse out

SUMAC SCALP SCRUB FOR EXTENSIONS

One of the biggest challenges facing extension clients is product buildup, sweat, oil, and dead skin that remain matted at the base of the hair strand once they remove their tape-in hair extensions, sew-ins, braids, or locs...

Joon Sumac Scalp Scrub was created to remedy this problem.

It can be used as:

1. An in-salon Detoxifying Scalp Treatment for clients with dandruff, dry scalp, product buildup, seborrheic dermatitis, or need a gentle exfoliation.
2. Paired with a Detoxifying Shampoo (or Chelating Treatment) to strip away hard mineral buildup.
3. Used after extension removal, on the scalp itself, as well as the old attachment-point to remove tape/keratin bonding residue, allowing a CLEAN new install on the hair.
4. Gently applied to the extensions themselves to remove product residue/buildup that causes itching/unpleasant scents, resulting in a “dirty” install.

This is an incredibly versatile tool to add to any stylist’s toolbox.



PERSIMMON ROSE HAIRSPRAY

The Persimmon Rose Hairspray is a lightweight, buildable hairspray that provides flexibility and shine without leaving hair dull, stiff, or flaking. Using a unique blend of antioxidant-rich ingredients, such as Persimmon, Turmeric, and Saffron, we have created a hairspray which is able to nourish and strengthen, while helping protect the hair strand from heat, environmental stressors, and free radicals. Create bouncy, frizz-free styles meant to last all day.

	Retail	Salon
8 fl.oz	\$32	\$16



PERSIMMON ROSE HAIRSPRAY

BENEFITS:

- Brushable, flexible, and non-flaking
- Contains thermal protection
- Light to medium hold
- Locks out frizz
- Antioxidant-rich blend provides strength
- Lightweight formula won't weigh hair down
- Color and keratin safe
- Adds shine

	Retail	Salon
8 fl.oz	\$32	\$16



Key Ingredients



Persimmon:

A fruit rich in Vitamin A, Vitamin C, and antioxidants. These nutrients help maintain hair health and strength.



Rose:

Ultra-hydrating; anti-inflammatory and anti-microbial with antioxidants that leave hair frizz-free, shiny and smooth.



Saffron:

A spice worth more than its weight in gold, strengthens hair with an abundance of antioxidants, vitamins and minerals.



Turmeric:

Contains curcumin, a potent antioxidant known for its ability to fight free radical damage.



Pomegranate:

Antioxidant superfood that nourishes and hydrates with vitamins, potassium and polyphenols.



Apricot:

A fruit with natural glossing and hydrating effects on the hair, leaving it shiny and bouncy.