



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:
<i>10 fl.oz</i>	\$28	\$14
<i>33.8 fl.oz</i>	\$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.



Detoxifying Scalp Treatment

Using the Joon Sumac Scalp Scrub

1. With the client lying comfortably face up, ask them to close their eyes. Gently rest a hand on each side of the client's head and ask them to slowly breathe in and out. Have them repeat the slow breathing until you feel their body relax.
2. Using nothing but your fingers, gently comb through the dry hair breaking up hairspray/styling products while lightly massaging the scalp.
3. If you plan to incorporate a facial massage or stimulation in your treatment, then this scalp massage should be performed after the facial massage. If you do not plan to incorporate a facial massage into the service, then begin with the scalp massage.
4. Turn on the water and check the temperature on your inner wrist. Water should be warm and the pressure should be a steady stream, not a "power wash". Allow the water to flow through the client's hair while you continue to comb through the hair with your fingers and massage the scalp.

Detoxifying Scalp Treatment

Using the Joon Sumac Scalp Scrub

5. Dispense a pump or two of the Joon Saffron Rose Shampoo and gently massage onto the hair and scalp. This acts as a “pre-cleanser” for the Detoxification Treatment and removes product residue, sweat, and superficial detritus from the hair strand.
6. Using your thumbs and fingertips, work the shampoo throughout the hair, then lightly rinse. It is NOT important to rinse away all the shampoo.
7. Then use the Sumac Scalp Scrub’s needle-nose applicator to apply 4-5 thin lines of product onto the scalp along the area where the hair naturally parts. Massage the scrub into the scalp using firm but gentle pressure, covering the entire scalp area.
8. Employ various massage techniques, including kneading, circular motions, and pressure point stimulation, to promote relaxation and stimulate blood circulation.
9. Pay particular attention to tension areas and areas of residue, buildup, flakes, etc. identified during the consultation.

Detoxifying Scalp Treatment

Using the Joon Sumac Scalp Scrub

10. Gently rinse all product out of the hair, massaging and/or combing through the hair with your fingers.
11. Once you feel all the Sumac Scrub has been rinsed away, apply the Saffron Rose Conditioner or a hair mask from mid-lengths to ends, allow 3-10 minutes for the hair to absorb the conditioner/mask, then rinse.
12. Squeeze excess water from the hair, towel dry, and then wrap the hair in a towel.
13. Complete the Detoxifying Treatment by placing both your hands firmly on your client's shoulders. This provides a clear signal to your client that the treatment is complete and he/she should begin sitting up. Explain to the client that he/she should walk back to the styling area and that you will join them in a moment.

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
<i>8 fl.oz</i>	\$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



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.

SAFFRON ROSE MOISTURE MASK

This rich, creamy conditioning mask will melt into the hair, leaving it ultra-hydrated and soft as silk. The antioxidant pairing of saffron, rose, pistachio and pomegranate nourish dry hair resulting in locks that look both shiny and healthy. Meanwhile, shea butter and almond oil work in harmony to moisturize and smooth. Safe for extensions, color and keratin-treated hair.

	Retail	Salon
<i>8.5 fl.oz</i>	\$42	\$21



Key Ingredients



Saffron:

A spice worth more than its weight in gold, strengthens hair with an abundance of antioxidants, vitamins & minerals such as vitamin B, vitamin C, folic acid, calcium, magnesium, phosphorus, manganese, selenium, & zinc.



Pomegranate:

An antioxidant superfood that nourishes and hydrates with vitamins, potassium and polyphenols.



Rose:

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



Pistachio:

Touts fatty acids, proteins and vitamins that nourish and moisturize.

TREATMENTS AND STYLERS TRY-ME KIT

\$39

Save 20%

(Salon Value \$49)



1x



1x



1x

TRY-ME KIT

\$79

Save 20%

(Salon Value \$98)

Intro Kit Includes:



Plus a Joon Pamphlet

STYLIST INTRO

\$399

Save 25%

(Salon Value \$530)

Intro Kit Includes:



Plus 24 Joon Pamphlets and 3 Joon Glorifier

SALON INTRO

\$699

Save 30%

(Salon Value \$993)

Intro Kit Includes:



Plus 24 Joon Pamphlets and 3 Joon Glorifier

ZOOM & LIVE EDUCATION



Joon PK & Head Spa Class
Zoom & Live

Joon Product Knowledge
Zoom & Live

Joon Signature Advanced Dry
Cutting Class

FUTURE PRODUCTS

Launching February 2025

RICE WATER & KATIRA VOLUMIZING FOAM MOUSSE

This foam mousse uses advanced ingredient technology to provide an instant lift and boost at the roots, resulting in weightless body, bounce and volume that lasts all day. Especially suitable for fine to medium hair types.



THANK YOU

JOON
Persian Secrets

