



\*To learn more about how JOICO defines 'clean', visit joico.eu \*\*According to Global ISO 16128 Standard, 89%-97% naturally derived means that plant and mineral-derived materials and water, all of which undergo limited processing, make up at least 86%-98% of the formulas †Sodium Lauryl Sulfate/Sodium Laureth Sulfate ‡Henkel Nederland B.V. - JOICO | Grasbeemd 4 | 5705 DG | Helmond | The Netherlands

# new

Experience the inner joi of clean\*, animal-test-free haircare that does a world of good. 100% vegan, naturally derived\*\* formulas that deliver the transformative results and professional performance you love, all bottled in a sustainable package that gives back to communities in need.

haircare – naturally derived, clean, sustainable



[www.joico.eu/innerjoi](http://www.joico.eu/innerjoi)

#joicoeurope

#innerjoi

#healthyhaircomesnaturally

**JOICO**  
the joi of healthy hair