

INNERJOI™

healthy hair comes **naturally**



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

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#healthyhaircomesnaturally

JOICO
the joi of healthy hair

*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