

JOIA

VEGAN

PRODUCT CATALOG



JOIA

VEGAN

JOIA vegan
is the first vegan gel polish brand

JOIA vegan came to the philosophy of veganism and accepted a part of responsibility for the world in which we live. The new lifestyle is based on nature and carefulness!

JOIA vegan manages the complete technological chain: from the development of the composition formula to the production.





15
FREE

The product does not contain harmful components:

- Dibutyl Phthalate
- Toluene
- Formaldehyde
- Formaldehyde Resin
- Camphor
- Xylene
- Ethyl Tosylamide
- Parabens
- Acetone
- Triphenyl Phosphate
- Methyl Ethyl Ketone
- Lead
- Acrylic Acid
- Adsorbable Organic Halides (AOX) - chlorine, bromine, iodine
- Methylisothiazolinone

JOIA vegan is changing quality standards and creating an affordable, sustainable product, helping the world become a better place

MY MISSION

Is to reveal the best in you, your uniqueness



From each bottle sold, 1 UAH is deducted to the "Happy Paw" Charitable Fund to help animals



JOIA vegan cares for natural resources, protects animals, does not use components of animal origin, does not test products on animals



Collection and proper disposal of used JOIA vegan bottles



Together with my team, we guard the cleanliness of parks, protected areas, eco-locations, and other corners of nature

INSPIRED BY YOUR BEAUTY

The palette of JOIA vegan gel polishes will help emphasize your uniqueness!

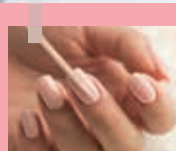
- Gel polishes have self-leveling properties
- The most convenient application, thanks to a high-quality brush
- They lie perfectly in one layer
- Do not form stripes and do not spread
- Incredible durability, density, brightness, pigment saturation
- Fast polymerization
- No odor
- The unique formula of the composition 15 FREE



Basic collection of vegan gel polishes, 6 ml



Application of UV/LED Gel Polish



1 Disinfect your hands. Push back the cuticle with an orange stick. Remove the shine from the nails with a buff, remove the dust. Degrease the nail plate with the dehydrator Nail Dryer JOIA vegan.



2 Apply a small amount of Nail Primer JOIA vegan to the entire surface of the nail and the tip. Allow to air dry for 30-60 seconds.



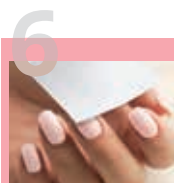
3 Apply a thin layer of UV/LED BB cream base JOIA vegan or UV/LED Latex base JOIA vegan as a base coat. Do not forget about the sides of the nail and the end. Place your hand in the UV lamp for 2 minutes or in the LED, UV/LED for 60 seconds. If necessary, apply a second leveling layer of UV/LED BB cream base JOIA vegan or UV/LED Latex base JOIA vegan. Dry in a lamp.



4 Cover the nails with UV/LED Gel Polish JOIA vegan in two thin layers. Always remember to seal the sides and end of the nail. Each layer is polymerized in a UV lamp for 2 minutes or in an LED, UV/LED lamp for 60 seconds.



5 Cover the nails with a top of your choice: Aqua Gloss Top / Soft Touch Top / Mica Gloss Top JOIA vegan. Seal the tip and sides of the nail. Place your hand in the UV lamp for 2 minutes or in the LED, UV/LED for 60 seconds.



6 After polymerization, remove the sticky layer. When using a finish without a sticky layer, skip this step.

Auxiliary fluids

Dehydrator Nail Dryer JOIA vegan, 8 ml

- Degreases
- Cleanses
- Removes excess moisture
- Improves adhesion between the nail plate and decorative material



How to use?

Prepare the nails, and then distribute the product evenly over the entire surface. The nail plate should become matte.

Acid-free Nail Primer JOIA vegan, 8 ml

- Ensures stable adhesion between the natural nail and the decorative coating
- The product does not change the pH of the nail plate
- Has antiseptic properties



How to use?

Spread the product evenly after applying the dehydrator and wait a minute.

Base coats

- Perfect elasticity and plasticity of the material
- Extremely strong adhesion to the nail plate of any type and the next layer of gel varnish coating
- Fast polymerization, do not hurt in a lamp
- Do not injure and strengthen the nail plate
- Do not spread
- Long wearing time without chipping, peeling or cracking

Latex Base JOIA vegan, 8 ml and 30 ml

- Excellent leveling of the surface
- Conceals imperfections of the nail plate
- It has an elastic, comfortable texture that is easily distributed in an even layer
- The transparent base is suitable for fragile nail plates
- Does not create excess volume
- Prevents premature chipping or delamination
- Economy. One bottle is enough for a long time!

How to use?

Apply a thin layer of UV/LED Latex Base JOIA vegan, polymerize in a 48W LED lamp for 60 seconds. The product has a sticky layer.



BB cream base JOIA vegan

- Comfortable consistency
- Evenly distributed and does not spread
- Self-leveling
- Has dense pigmentation

- Hides the imperfections of the nail plate, like a real BB cream
- Ideal for monochrome coverage or trendy designs!
- Gentle shades. Connoisseurs of nude manicure will appreciate this color

BB cream base JOIA vegan, Milky Rose, 8 ml and 30 ml



BB cream base Vanilla Rose JOIA vegan, 8 ml and 30 ml



BB cream base Soft Nude JOIA vegan, 8 ml and 30 ml



BB cream base Blush Rose JOIA vegan, 8 ml



BB cream base Lilac Nude
JOIA vegan, 8 ml



BB cream base Gray Mist
JOIA vegan, 8 ml



BB cream base Soft Milk
JOIA vegan, 8 ml



BB cream base Pink Balsam
JOIA vegan, 8 ml



How to use?

Before using the camouflage base, apply a thin layer of UV/LED Latex Base JOIA vegan on the prepared nail plate and polymerize.

Apply UV/LED BB cream base JOIA vegan, polymerize for 60 seconds. Polymerization of each layer in a 48W LED lamp is mandatory.

Liquid gel for strengthening and modeling

PolyLiquid gel - 2 in 1 gel and base

- Safe 15 FREE formula
- Universal material that does not require the application of a base layer
- Maximum adhesion
- Extra durability of the coating due to Silicon in the composition
- Low-temperature material, no unpleasant sensations during polymerization
- Medium viscosity consistency
- Flawless self-alignment
- Great for techniques without filing
- Does not shrink
- Without a sharp smell
- The plasticity of the base and the strength of the gel in one bottle
- Suitable for thin and problematic nails
- Wide functionality (leveling of the surface, strengthening of nails, repair, building of corners, extension of a resistant square shape)
- Significantly reduces the time spent working on the coating!

PolyLiquid gel Pink Lace JOIA vegan, 8 ml



PolyLiquid gel Desert Sand JOIA vegan, 8 ml



PolyLiquid gel Second Skin
JOIA vegan, 8 ml



PolyLiquid gel Ballet
JOIA vegan, 8 ml



PolyLiquid gel Delicate White
JOIA vegan, 8 ml



PolyLiquid gel Clear
JOIA vegan, 8 ml



How to use?

Prepare the nail plate and apply auxiliary liquids: Nail Dryer JOIA vegan and Nail Primer JOIA vegan. Apply a very thin layer of UV/LED PolyLiquid Gel JOIA vegan. Polymerize in an LED lamp for 60 seconds.

Apply a layer of UV/LED PolyLiquid Gel JOIA vegan in the alignment technique, seal the free edge, dry 60-12 seconds in an LED lamp.

If necessary, remove the dispersion layer and dust. Apply JOIA vegan gel polish / make a design / cover with JOIA vegan top.

Top coats

Glossy top. Aqua Gloss Top JOIA vegan, 8 ml and 30 ml

- Evenly and easily distributed over the nail plate, does not flow
- Comfortable consistency of medium viscosity
- Minimal consumption of material
- Elastic and wear-resistant
- Durable coating without cracks and chips
- Protects the coating from mechanical damage
- Maintains a bright and intense color for a long time
- Creates the effect of "wet gloss" and does not leave a stickiness



How to use?

Apply a thin layer of UV/LED Aqua Gloss Top JOIA vegan, polymerize in an LED lamp for 60 seconds.

Matte top. Soft Touch Top JOIA vegan, 8 ml and 30 ml

- After polymerization, it leaves a flawless velvety coating thanks to the fine particles of acrylic powder
- The strength of the manicure without cracks and chips
- The innovative formula of the top preserves the integrity of the coating for up to 3 weeks
- Extra elastic and resilient
- Pleasant to the touch, with a velor effect
- Protects the coating and color from mechanical damage, chipping and premature delamination
- Gives a basic shade of intensity that does not fade for a long time



How to use?

Apply a thin layer of UV/LED Soft Touch Top JOIA vegan. Polymerize the material for 120 seconds in a 48W LED lamp.



Top with holographic mica. Mica Gloss Top JOIA vegan, 8 ml

- Medium degree of viscosity
- Elastic consistency
- The presence of a UV filter
- Speeds up the design creation process
- Small particles of holographic mica create a wow effect on the nails
- No sticky layer
- Protects the coating from chips and scratches
- Has a beautiful gloss
- Looks great on both light and dark shades

How to use?

Apply a thin layer of UV/LED Mica Gloss Top JOIA vegan on top of the polymerized gel polish/camouflage base/gel. Dry for 90 seconds in a 48W LED lamp or 3 minutes in a UV lamp.

Marketing support



Display for gel polishes

Desktop display for JOIA vegan gel polish collection. A convenient multi-tiered stand for the demonstration of the assortment. Made of high-quality acrylic, which is also properly disposed of.

Display size: 240x235x100 mm, 3 shelves, each designed for 10 bottles.



Notebook

Your favorite spring-loaded notebook with 50 sheets, lined, size 10*15 cm. Complemented by branded contact pages and 3 color tabs with mission, brand values and product application rules.

Branded pen

White JOIA vegan pen made from designer recycled cardboard for registration of your best clients.



Cup

White branded cup for aromatic coffee or tea. Volume 340 mL.



Branded towel

Incredibly soft JOIA vegan towel made of white fringe, made of 100% cotton, size 40*70 cm.



Branded box

A gift box with a lid made of cardboard. Stylish, fashionable packaging for a branded JOIA vegan gift. The material is resistant to external actions, strong. The cylinder has a one-piece construction without a seam. Size: diameter 16 cm, height 20 cm.



Corporate packages

Bags with satin ribbon in the softest JOIA vegan color, sizes 30*35 cm and 20*15 cm, for large and small purchases.
A palette of gel polishes on tips
A palette with the entire collection of shades in glossy finish.



A palette of gel polishes on tips

A palette with the entire collection of shades in glossy finish.





Brand T-shirt

It is made from the fibers of ripe fruits of the mallow family and is 100% natural, in sizes S, M, L, XL.

A palette book for a collection of gel polishes

A handy demonstration book with a hard cover, which contains the entire collection of JOIA vegan gel polishes on tips from 1 to 69. Size 21*28.5 cm.



Apron JOIA vegan

The JOIA vegan apron model was developed by a Ukrainian designer, inspired by your inner strength, beauty and energy, your love for yourself, the world around you and everything beautiful. The size is universal, one size.

Shopper bag

A stylish shopping bag from JOIA vegan will become your indispensable accessory for various occasions in life. The model is made of pink practical and wear-resistant fabric. A pin-up dog illustration and the JOIA vegan logo are printed on the front.

Size: 380x400 mm

Material: 65% polyester, 35% cotton

Color: pink



Branded t-shirt with a pattern

A white t-shirt with a fun illustration of a dog in pin-up style will be a great accent to your casual look. It is made of cotton, so you will be comfortable wearing it both in hot summer and in other seasons, combining it with outerwear.

Material: 100% cotton

Sizes: S, M, L, XL



A set of branded stickers on tips

JOIA vegan tip stickers are an easy way to organize shades in your palette. They have a stylish, aesthetic look, guarantee order and convenience of finding the right color.

The set includes 54 stickers

Material: white self-adhesive film



JOIA vegan products

Product name

Color
number

Bottle
volume

Article

Product name

Color
number

Bottle
volume

Article

GEL POLISHES



Gel polish JOIA vegan

001

6 ml

3001



Gel polish JOIA vegan

002

6 ml

3002



Gel polish JOIA vegan

003

6 ml

3003



Gel polish JOIA vegan

004

6 ml

3004



Gel polish JOIA vegan

005

6 ml

3005



Gel polish JOIA vegan

006

6 ml

3006



Gel polish JOIA vegan

007

6 ml

3007



Gel polish JOIA vegan

008

6 ml

3008



Gel polish JOIA vegan

009

6 ml

3009



Gel polish JOIA vegan

010

6 ml

3010



Gel polish JOIA vegan

011

6 ml

3011



Gel polish JOIA vegan

012

6 ml

3012



Gel polish JOIA vegan

013

6 ml

3013



Gel polish JOIA vegan

014

6 ml

3014



Gel polish JOIA vegan

015

6 ml

3015



Gel polish JOIA vegan

016

6 ml

3016



Gel polish JOIA vegan

017

6 ml

3017



Gel polish JOIA vegan

018

6 ml

3018



Gel polish JOIA vegan

019

6 ml

3019

















Gel polish JOIA vegan


020






6 ml

3020





	Product name	Color number	Bottle volume	Article		Product name	Color number	Bottle volume	Article
	Gel polish JOIA vegan	021	6 ml	3021		Gel polish JOIA vegan	032	6 ml	3032
	Gel polish JOIA vegan	022	6 ml	3022		Gel polish JOIA vegan	033	6 ml	3033
	Gel polish JOIA vegan	023	6 ml	3023		Gel polish JOIA vegan	034	6 ml	3034
	Gel polish JOIA vegan	024	6 ml	3024		Gel polish JOIA vegan	035	6 ml	3035
	Gel polish JOIA vegan	025	6 ml	3025		Gel polish JOIA vegan	036	6 ml	3036
	Gel polish JOIA vegan	026	6 ml	3026		Gel polish JOIA vegan	037	6 ml	3037
	Gel polish JOIA vegan	027	6 ml	3027		Gel polish JOIA vegan	038	6 ml	3038
	Gel polish JOIA vegan	028	6 ml	3028		Gel polish JOIA vegan	039	6 ml	3039
	Gel polish JOIA vegan	029	6 ml	3029		Gel polish JOIA vegan	040	6 ml	3040
	Gel polish JOIA vegan	030	6 ml	3030		Gel polish JOIA vegan	041	6 ml	3041
	Gel polish JOIA vegan	031	6 ml	3031		Gel polish JOIA vegan	042	6 ml	3042





	Product name	Color number	Bottle volume	Article
	Gel polish JOIA vegan	043	6 ml	3043
	Gel polish JOIA vegan	044	6 ml	3044
	Gel polish JOIA vegan	045	6 ml	3045
	Gel polish JOIA vegan	046	6 ml	3046
	Gel polish JOIA vegan	047	6 ml	3047
	Gel polish JOIA vegan	048	6 ml	3048
	Gel polish JOIA vegan	049	6 ml	3049
	Gel polish JOIA vegan	050	6 ml	3050
	Gel polish JOIA vegan	051	6 ml	3051
	Gel polish JOIA vegan	052	6 ml	3052
	Gel polish JOIA vegan	053	6 ml	3053

	Product name	Color number	Bottle volume	Article
	Gel polish JOIA vegan	054	6 ml	3054
	Gel polish JOIA vegan	055	6 ml	3055
	Gel polish JOIA vegan	056	6 ml	3056
	Gel polish JOIA vegan	057	6 ml	3057
	Gel polish JOIA vegan	058	6 ml	3058
	Gel polish JOIA vegan	059	6 ml	3059
	Gel polish JOIA vegan	060	6 ml	3060
	Gel polish JOIA vegan	061	6 ml	3061
	Gel polish JOIA vegan	062	6 ml	3062
	Gel polish JOIA vegan	063	6 ml	3063
	Gel polish JOIA vegan	064	6 ml	3064

	Product name	Color number	Bottle volume	Article
	Gel polish JOIA vegan	065	6 ml	3065
	Gel polish JOIA vegan	066	6 ml	3066
	Gel polish JOIA vegan	067	6 ml	3067
	Gel polish JOIA vegan	068	6 ml	3068
	Gel polish JOIA vegan	069	6 ml	3069

BASE COATS

	Camouflage base BB cream base Milky Rose JOIA vegan	8 ml 30 ml	10510 10601
	Camouflage base BB cream base Vanilla Rose JOIA vegan	8 ml 30 ml	10509 10603
	Camouflage base BB cream base Soft Nude JOIA vegan	8 ml 30 ml	10511 10602
	Camouflage base BB cream base Blush Rose JOIA vegan	8 ml	10513

	Camouflage base BB cream base Lilac Nude JOIA vegan	8 ml	10514
	Camouflage base BB cream base Gray Mist JOIA vegan	8 ml	10515
	Camouflage base BB cream base Soft Milk JOIA vegan	8 ml	10517
	Camouflage base BB cream base Pink Balsam JOIA vegan	8 ml	10518



Latex base JOIA vegan	8 ml 30 ml	10512 10604
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AUXILIARY FLUIDS








Acid-free Nail Primer JOIA vegan	8 ml	100202
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Dehydrator Nail Dryer JOIA vegan	8 ml	100201
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	Product name	Color number	Bottle volume	Article
	LIQUID GEL			
	Liquid gel for strengthening and modeling PolyLiquid gel Pink Lace JOIA vegan		8 ml	10804
	Liquid gel for strengthening and modeling PolyLiquid gel Desert Sand JOIA vegan		8 ml	10803
	Liquid gel for strengthening and modeling PolyLiquid gel Second Skin JOIA vegan		8 ml	10805
	Liquid gel for strengthening and modeling PolyLiquid gel Ballet JOIA vegan		8 ml	10800
	Liquid gel for strengthening and modeling PolyLiquid gel Delicate White JOIA vegan		8 ml	10802
	Liquid gel for strengthening and modeling PolyLiquid gel Clear JOIA vegan		8 ml	10801

	Product name	Color number	Bottle volume	Article
	TOP COATS			
	Glossy top Aqua Gloss JOIA vegan		8 ml	107001
			30 ml	10607
	Matte top Soft Touch JOIA vegan		8 ml	107002
			30 ml	10608
	Top with holographic mica Mica Gloss Top JOIA vegan		8 ml	107003

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