

JOIA

VEGAN

CATALOG 2023



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

JOIA vegan - 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



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.



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.



Apply with rubbing movements 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.



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.



Cover the nails with a top of your choice: Aqua Gloss Top / UV Stop Top / Soft Touch Top / Mica Gloss Top / My Crush 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.



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



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?

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

How to use?

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

Nail disinfectant

Ready Steady Prep JOIA vegan, 150 ml

Ready Steady Prep JOIA vegan — is an auxiliary liquid that will allow you to reach the highest level of nail preparation to create a flawless coating. Suitable for use before applying base, gel polish, gel, polygel.



From now on, the application step of Ready Steady Prep JOIA vegan will become an integral part of the manicure procedure. This tool will help you to easily and effectively clean the nail plate from fat, dust and other impurities and will also ensure improved adhesion of decorative layers to the nail plate.

Thanks to its unique formula, Ready Steady Prep JOIA vegan will ensure the highest quality of nail preparation, guaranteeing maximum stability and an excellent appearance of your manicure.

Advantages:

- disinfects the surface of the nail and the skin of the hands; cleans, degreases and dehydrates;
- provides improved adhesion and durability of the manicure;
- warns of the possibility of the development of infections that may occur under the coating in the case of neglect of the cleaning stage;
- reduces the probability of delamination of the artificial material;
- suitable for both home and salon use.

How to use?

Push back the cuticle. Lightly file the surface of the natural nail. Wet the nail tissue with Ready Steady Prep JOIA vegan and wipe the natural nails. Allow the nails to dry to a chalky white color. Apply the required coating.

Nail Care

Dry oil for nails and cuticles Brut Oil 24C JOIA vegan, 8 ml

Brut Oil 24C JOIA vegan - dry vitamin oil for nail and cuticle care, which is saturated with 24 carat gold. This is a godsend for the modern master, because the product is instantly absorbed and does not leave an oily layer, which is important for saving time when creating visual content for social networks.



- Provides an effective moisturizing effect
- Softens the skin, promotes its regeneration and slows down the aging process
- Restores the nail plate, helping to grow long and healthy nails
- The presence of 24 carat gold in the composition of the product stimulates the production of collagen and brightens the skin of the hands
- Deep penetration of the product into the structure of the skin and nail provides a cumulative care effect
- Heals, prevents the appearance of cracks and burrs
- The oil is quickly absorbed and does not leave a greasy layer

How to use?

As the final stage of the nail procedure.

Apply Brut Oil 24C JOIA vegan to the cuticle. Distribute the product with massaging movements.

Before covering.

Perform a hardware manicure. Spread Brut Oil 24C JOIA vegan over the surface of the cuticle and nail with rubbing movements. Polish the cuticle and side ridges with a corundum bit to smooth the skin and give it a radiant, hydrated look. In case of the next application of gel polish materials, be sure to wipe the nail plate with a degreasing liquid.

For pedicure.

Apply Brut Oil 24C JOIA vegan on the surface of the foot with massaging movements. Polish the skin with a milling cutter or pododisc.

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 polish 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, 15, 50 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 Milky Rose JOIA vegan, 8, 15, 50 ml



BB cream base Vanilla Rose JOIA vegan, 8, 15, 50 ml



BB cream base Soft Nude JOIA vegan, 8, 15, 50 ml



BB cream base Blush Rose JOIA vegan, 8, 15, 50 ml



BB cream base Lilac Nude
JOIA vegan, 8, 15, 50 ml



BB cream base Gray Mist
JOIA vegan, 8 ml



BB cream base Soft Milk
JOIA vegan, 8, 15, 50 ml



BB cream base Pink Balsam
JOIA vegan, 8, 15, 50 ml



BB cream base Verbena
JOIA vegan, 8 ml



BB cream base Tea Rose
JOIA vegan, 8 ml



BB cream base Candy
JOIA vegan, 8 ml



BB cream base Ocean
JOIA vegan, 8 ml



BB cream base Linen
JOIA vegan, 8 ml



BB cream base Mint
JOIA vegan, 8 ml



BB cream base Honeymoon
JOIA vegan, 8 ml



BB cream base Sweetheart
JOIA vegan, 8 ml



BB cream base I Say Yes!
JOIA vegan, 8 ml



BB cream base Shine Bride
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, 15, 50 ml



PolyLiquid gel Desert Sand JOIA vegan, 8, 15, 50 ml



PolyLiquid gel Second Skin
JOIA vegan, 8, 15, 50 ml



PolyLiquid gel Ballet
JOIA vegan, 8, 15, 50 ml



PolyLiquid gel Delicate White
JOIA vegan, 8, 15, 50 ml



PolyLiquid gel Clear
JOIA vegan, 8, 15, 50 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.

Modeling gel

Creamy Builder Gel JOIA vegan

A professional gel system for nail modeling with exceptional self-leveling properties.

- Multifunctional material: strengthening, building up, creating flawless architecture, lengthening the nail bed, use in techniques «without filing»
- Comfortable consistency and instant self-leveling
- Perfectly holds the transverse arch and does not sag during the polymerization process
- Dries perfectly in a lamp
- Without odor

Creamy Builder Gel Angel White JOIA vegan, 15, 50 ml



Creamy Builder Gel Amber Rose JOIA vegan, 15, 50 ml



Creamy Builder Gel Pink Yogurt
JOIA vegan, 15, 50 ml



Creamy Builder Gel Crystal Clear
JOIA vegan, 15, 50 ml



Creamy Builder Gel Green Tea
JOIA vegan, 15, 50 ml



Creamy Builder Gel Pink Orchid
JOIA vegan, 15, 50 ml



Creamy Builder Gel Plum Rose
JOIA vegan, 15, 50 ml



Creamy Builder Gel Powder Blue
JOIA vegan, 15, 50 ml



Creamy Builder Gel Summer Sky JOIA vegan, 15, 50 ml



Creamy Builder Gel Sunglow JOIA vegan, 15, 50 ml



How to use?

Prepare the nail plate and apply auxiliary liquids: Nail Dryer JOIA vegan and Nail Primer JOIA vegan. Apply a thin layer of UV/LED Latex Base JOIA vegan. Polymerize for 60 seconds in an LED lamp. Set the form (if necessary), apply UV/LED Creamy Builder Gel JOIA vegan, creating the desired shape and length. Polymerize for 60 seconds in an LED lamp. Apply a second layer of UV/LED Creamy Builder Gel JOIA vegan in the alignment technique, creating the necessary nail architecture. Polymerize for 60 seconds in an LED lamp. If necessary, file and remove dust with a degreaser. Apply JOIA vegan gel polish / create a design / cover with JOIA vegan top.

Tops

Glossy top.

Aqua Gloss Top JOIA vegan, 8, 15, 50 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, 15 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 velvet 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, 15 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.

Top with a UV filter UV Stop Top JOIA vegan, 8, 15 ml

- Protects light colors from yellowing
- Keeps neon shades saturated, prevents discoloration / fading
- An ideal choice for a French manicure
- Elastic material of medium viscosity
- Gives the coating additional stability
- Strengthens the surface, prevents the appearance of chips, cracks, scratches
- Flawlessly distributed over the nail plate
- Creates perfect highlights
- Saves time, as it does not have stickiness
- Does not flow to the side rollers
- Does not sag after polymerization



How to use?

Apply a thin layer of UV Stop Top JOIA vegan on the polymerized layer of gel polish / camouflage base / gel. Dry for 60 seconds in a 48W LED lamp or 2 minutes in a UV lamp.

Top with fine silver shimmer
My Crush Top JOIA vegan,
Let's Dance, 8 ml



Top with a scattering of multicolored hexagons
My Crush Top JOIA vegan,
Summer Hit, 8 ml



- Comfortable consistency of medium viscosity;
- Impresses with super gloss and stylish accent elements;
- The density of application of decorative particles is chosen by the master, adjusting the desired final result;
- Reliably protects against chips, cracks, scratches;
- Has a UV filter and protects the coating color from burnout;
- Does not have a dispersion layer, which saves the time of the master.

How to use?

Apply a thin layer of My Crush Top JOIA vegan over the polymerized gel polish / camouflage base / gel. Dry for 60 seconds in a 48W LED lamp or 2 minutes in a UV lamp.

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