



JOON

Persian Secrets

SAFFRON HAIR ELIXIR
Pistachio + Rose
Hair Oil
3.11 FL OZ (92 mL)

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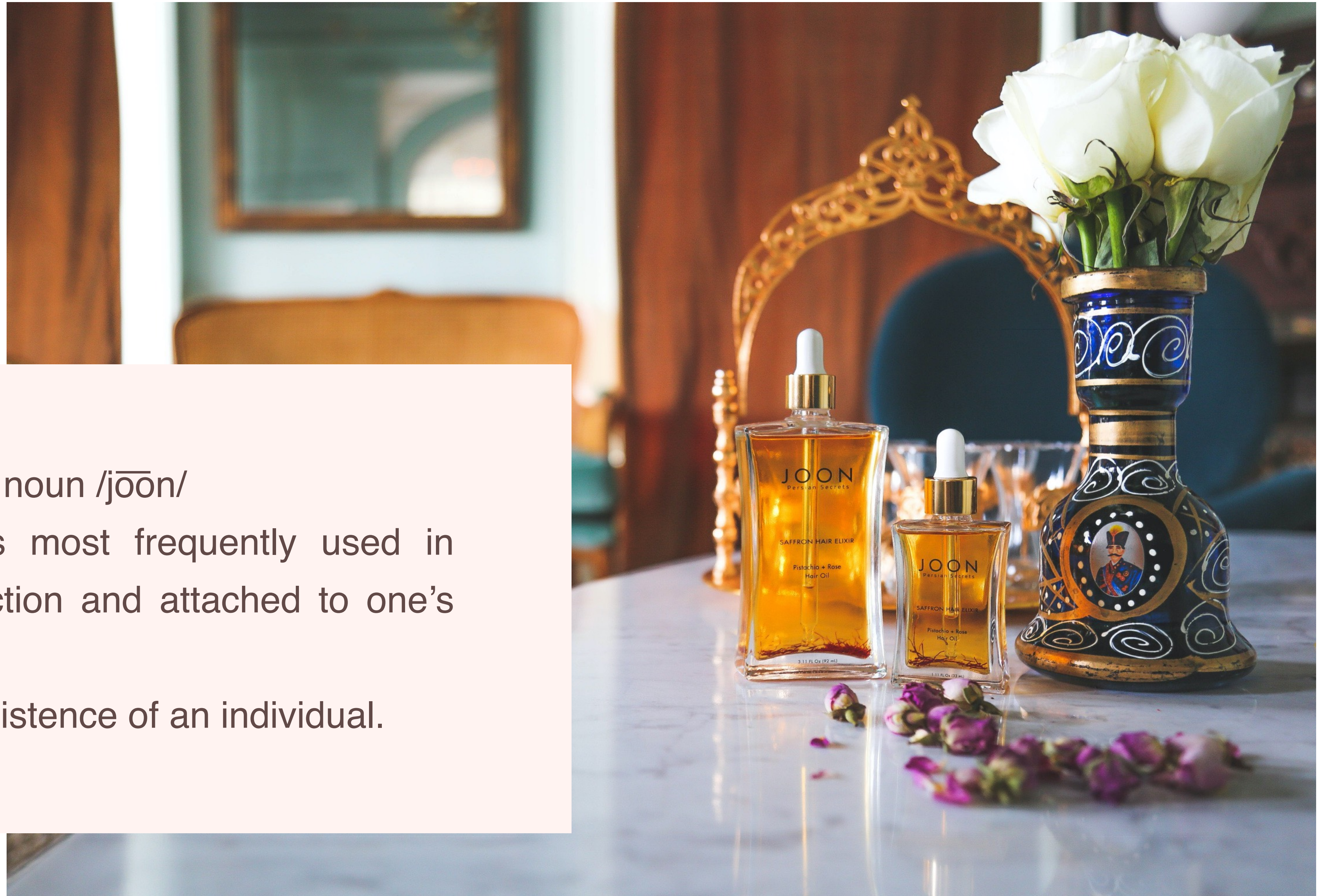
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Persian word. noun /jōon/

1. Dear. It is most frequently used in terms of affection and attached to one's name.

2. Life. The existence of an individual.



MY HISTORY

My father and mother both immigrated here from Iran when they were very young. My father lived his American dream by opening a chain of salons and creating a hair care laboratory.

I grew up in this hair care world.



ANCIENT BEAUTY SECRETS

When creating this line I took a deep, hard look at my Persian roots. It is a rich, ancient culture that still heavily uses herbs and fruits in its beauty routine.

I used to spend every summer in Iran learning from my grandparents and aunts about the different Persian herbs and ingredients used in cooking and also beauty. I remember picking pomegranates in my grandma's garden. I remember watching my aunt take ginger, honey, saffron and turnips, creating a hair mask that gave her hair shine and volume.



MY CHILDHOOD

Growing up in a Barbie world, the closest characters that I felt looked like me were the dark haired, big eyed Jasmine from Aladdin and Esmerelda from the Hunchback of Notre Dame. This lack of representation was not only apparent on the screen but in all industries - including beauty.





OUR MOTIVATION

For the longest time, beauty companies only created products for the mainstream consumer. If your hair wasn't stick straight, you were left out—none of those girls on the boxes, bottles and branding looked like me or my friends.

We need products that can speak to those outside the mainstream.



JOON HAIRCARE SERVES THE DEMOGRAPHIC GAP

New Markets Demanding Diversity finds that beauty advertising must take a more multi-faced and multi-ethnic approach to cater to various races, ethnicities, sexual orientations, disabilities and ages.

(CEW)



PRIMARY TARGET DEMOGRAPHIC

- Women Aged 18-65
- Color and Keratin Treated Hair
- Multicultural Hair
- All Hair Types: Fine, Medium and Thick
- Women seeking Natural Ingredients, Vegan, and Cruelty-Free
- Women with Textured Hair



MULTI CULTURAL



COLOR AND KERATIN SAFE



TEXTURED HAIR



CRUELTY FREE



VEGAN PRODUCT



NATURAL INGREDIENTS



JOON IS FOR THE GIRL IN THE MIDDLE

While some brands target girls with thick, curly hair and other brands aim for those with fine, straight hair, Joon's products target all those girls in the middle with "just enough" texture they are usually left out.



CONSUMER SPENDING HABITS

Textured hair consumers spend more money on haircare than their fine/straight haired counterparts.

ANNUAL SPEND ON HAIRCARE PRODUCTS

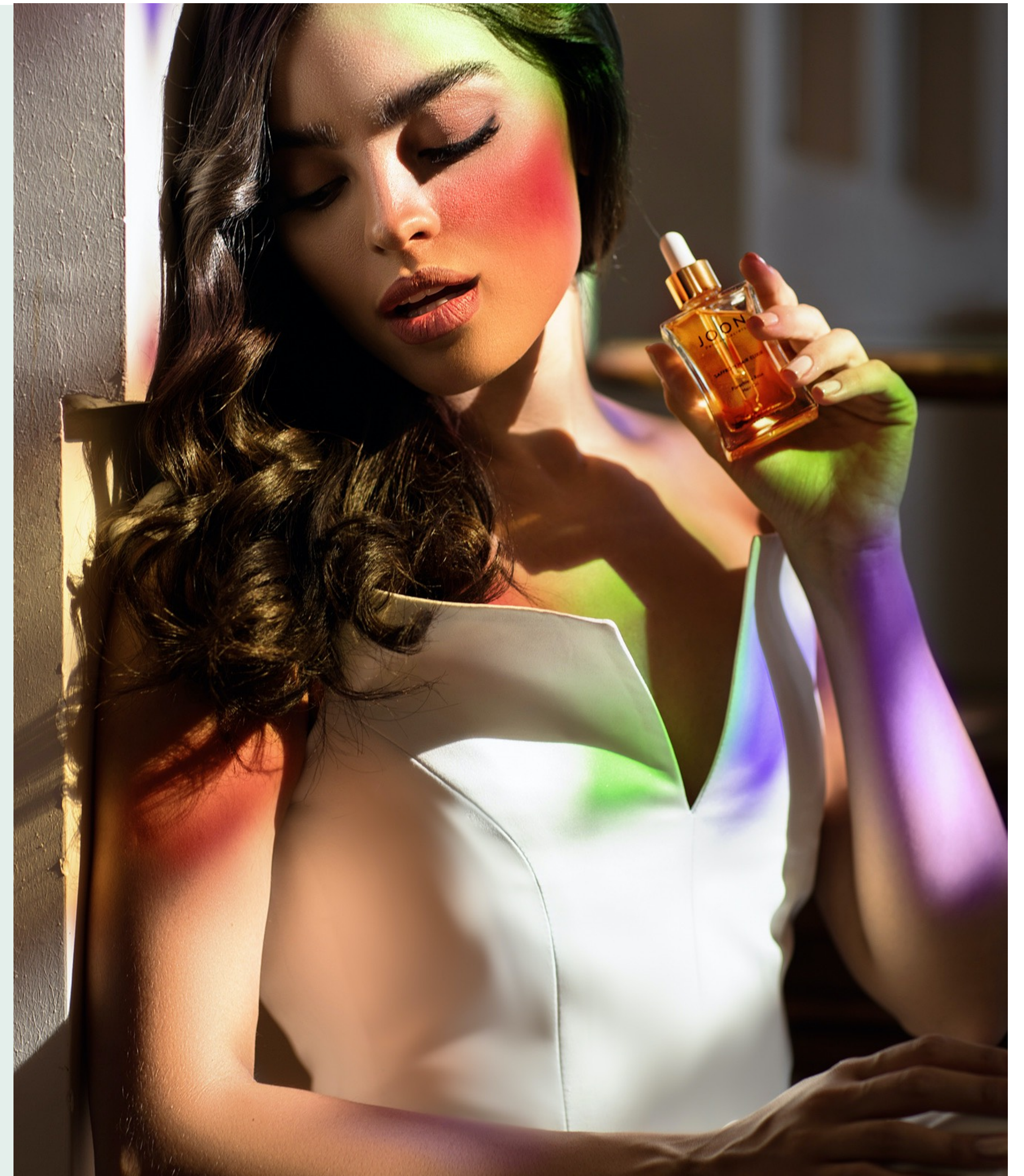
\$388

TEXTURED

VS

\$177

NON-TEXTURED



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



	Salon:	Retail:
1.11 fl. oz.	\$14	\$28
3.11 fl. oz.	\$25	\$50

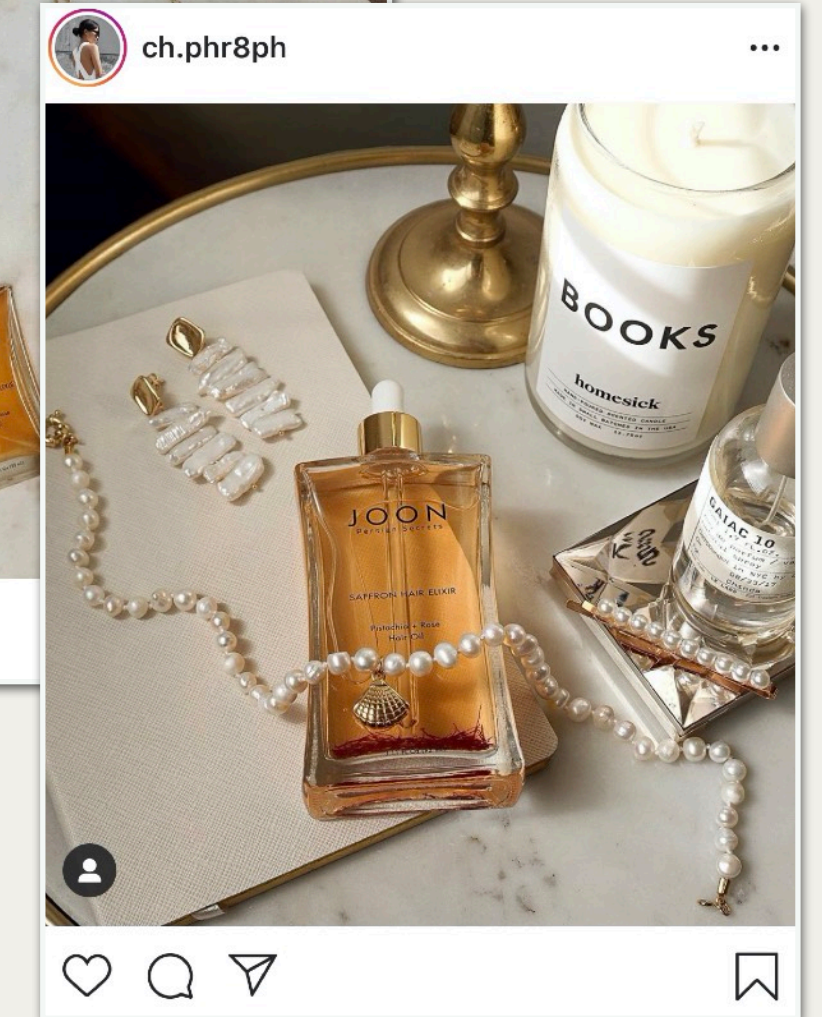
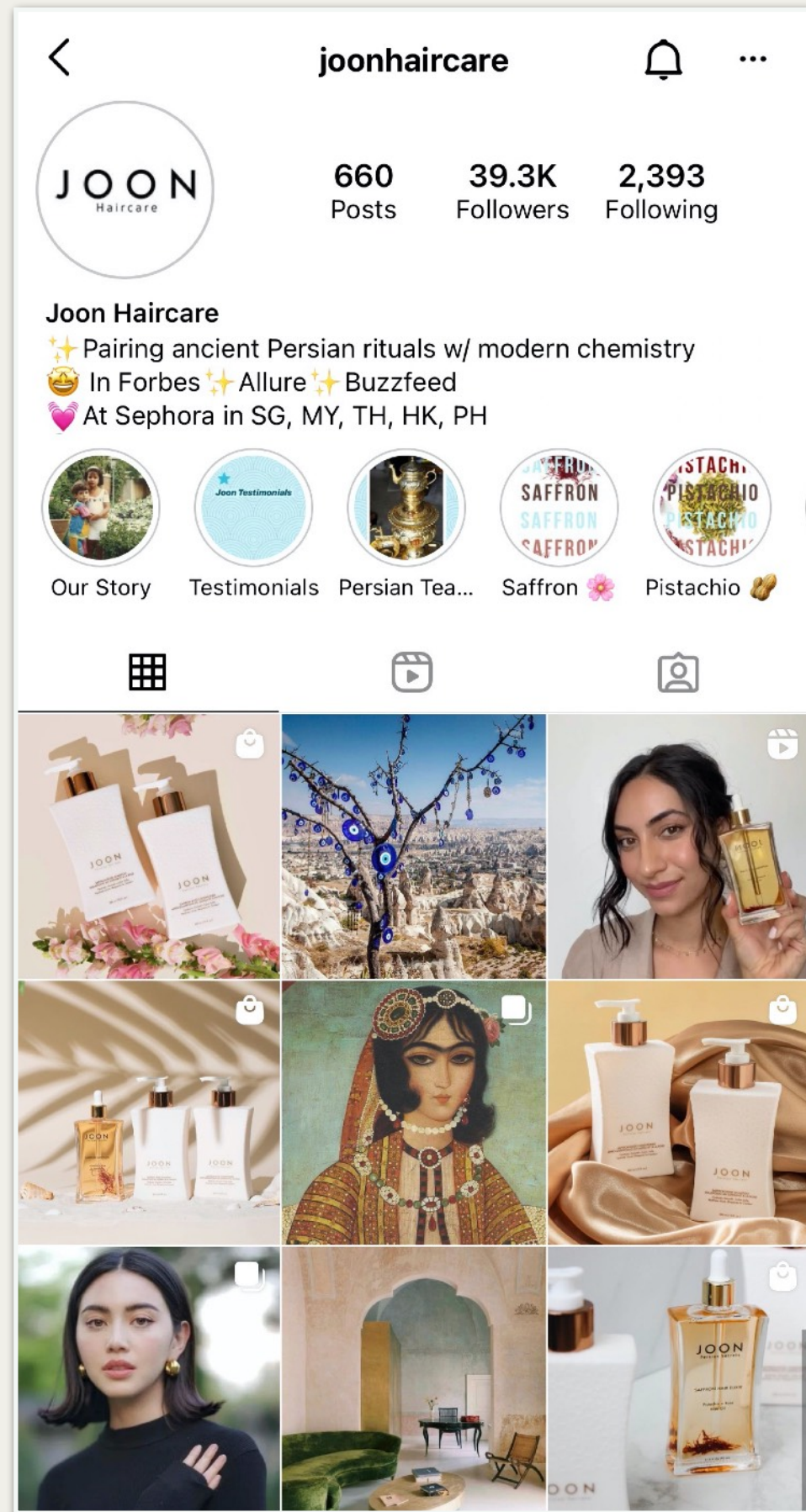


SAFFRON ROSE SHAMPOO & CONDITIONER

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

	Salon:	Retail:
10 fl. oz.	\$14	\$28
1 Liter	\$32	\$64



MARKETING SUPPORT

- PR push with with over 100 million impressions in editorial, product placement and events
- 39K+ followers on Instagram and growing
- Social paid ads and influencer partnerships with over 10 million impressions
- Heavy sampling through salons, DSCs, and subscription boxes

PRESS

allure

BuzzFeed

Forbes

yahoo!

GLAMOUR

 REFINERY29

MANE ADDICTS

POPSUGAR

TOWN&COUNTRY

 HELLO GIGGLES

NEWBEAUTY

CO/ETEUR

HUDA BEAUTY

MODERN
LUXURY

BYRDIE

Samples Each DSC Receives to Start

- 70 Saffron Hair Elixir Mini (0.17 fl. oz.)
- 40 Saffron Hair Elixir Sachets (0.1 fl. oz)
- 1 Saffron Rose Shampoo (10 fl. oz.)
- 1 Saffron Rose Conditioner (10 fl. oz.)
- 1 Saffron Hair Elixir (1.11 fl. oz.)
- 1 Saffron Hair Elixir (3.11 fl. oz.)
- Marketing Material



SAFFRON AND ROSE HYDRATING SET \$19

- 1 Saffron Hair Elixir (1.11 fl oz)
- 1 Saffron Rose Shampoo (2 fl oz)
- 1 Saffron Rose Conditioner (2 fl oz)

Retail: \$38

Total Salon Value: \$26

Save 27%





JOON TRY-ME KIT \$35

- 1 Saffron Rose Elixir (1.11 fl oz)
- 1 Saffron Rose Shampoo (10 fl oz)
- 1 Saffron Rose Conditioner (10 fl oz)
- 1 Joon Pamphlet

Total Salon Value: \$43

Save 19%

JOON STYLIST INTRO \$149

- 3 Saffron Rose Shampoo (10 fl oz)
- 3 Saffron Rose Conditioner (10 fl oz)
- 3 Saffron Hair Elixir (1.11 fl oz)
- 1 Saffron Hair Elixir (3.11 fl oz)
- 1 Saffron Rose Shampoo (1 Liter)
- 1 Saffron Rose Conditioner (1 Liter)
- 12 Saffron Hair Elixir Sachets (0.1 fl. oz.)
- 6 Joon Pamphlets

Total Salon Value: \$239

Save 38%



THANK YOU

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