

JOON

Haircare



Persian word. noun /jōon/

1. dear. It is most frequently used in terms of affection and attached to ones name.

2. life. the existence of an individual human being or animal.



MY HISTORY

My father and mother both immigrated here from Iran when they were very young. My father lived his American dream by opening 200 salons and creating a hair care laboratory, which has now been operating for more than two decades. I grew up in this hair care world.



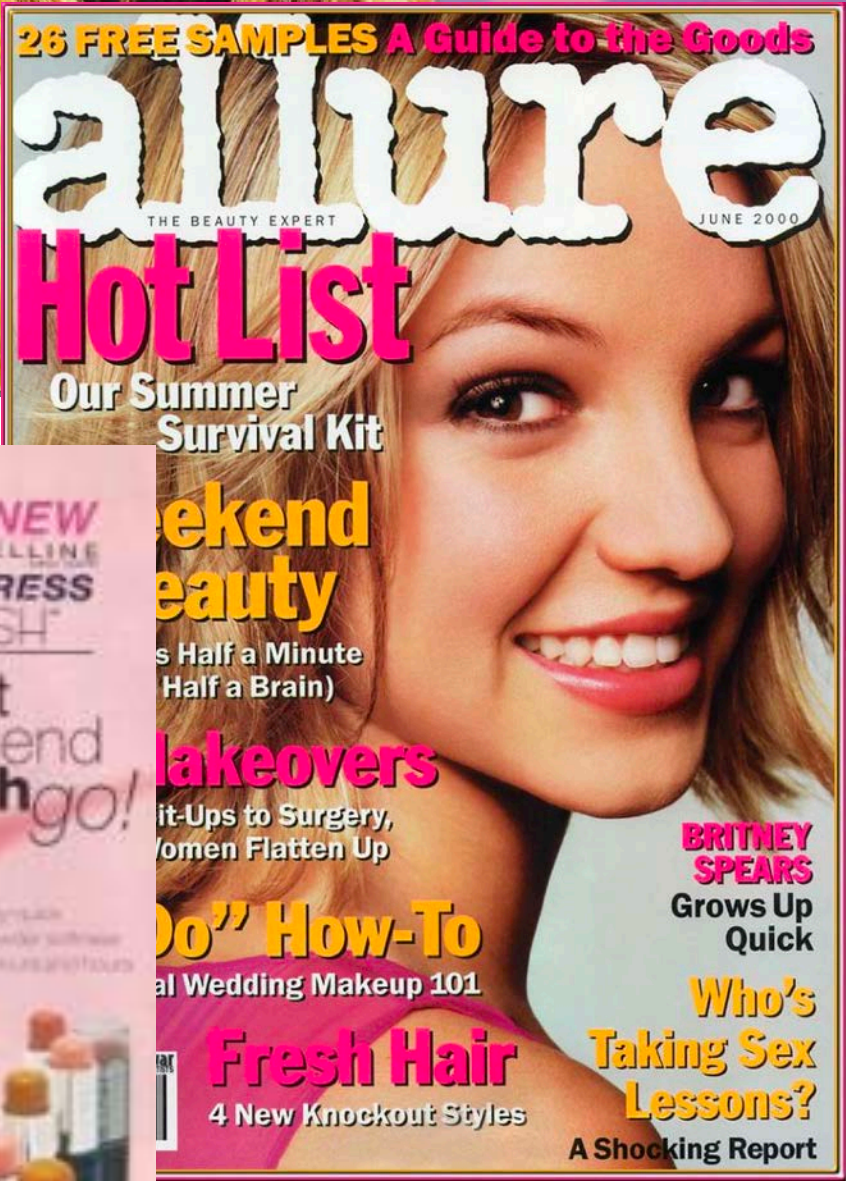
ANCIENT BEAUTY SECRETS

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 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.





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, May 2017)

PRIMARY TARGET DEMOGRAPHIC

Indian Americans - 4 Million
Arab Americans - 3.5 Million
Persian Americans - 1 Million
Turkish Americans - 400,000
Armenian Americans - 800,000
Pakistani Americans - 500,000
Hispanic Americans - 57,000,000
Filipino Americans - 3.8 Million

Total: 71,000,000 Americans



CONSUMER SPENDING HABITS

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

ANNUAL SPEND ON HAIRCARE PRODUCTS

\$388

VS

\$177

TEXTURED

NON-TEXTURED



SAFFRON HAIR ELIXIR

- Joon pairs ancient Persian secrets with modern chemistry
- Saffron, Pistachio & Rose Elixir is in a luxurious glass perfume bottle
- Ingredient pairings sourced from heirloom family recipes



CURRENT MSRPs

1.11 oz
\$28

3.11 oz
\$50





JOON 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

Saffron Rose Shampoo

Retail: \$28

Saffron Rose Conditioner

Retail: \$28

PRESS

allure

BuzzFeed

BYRDIE



POPSUGAR



MANE ADDICTS

MODERN
LUXURY

TOWN&COUNTRY



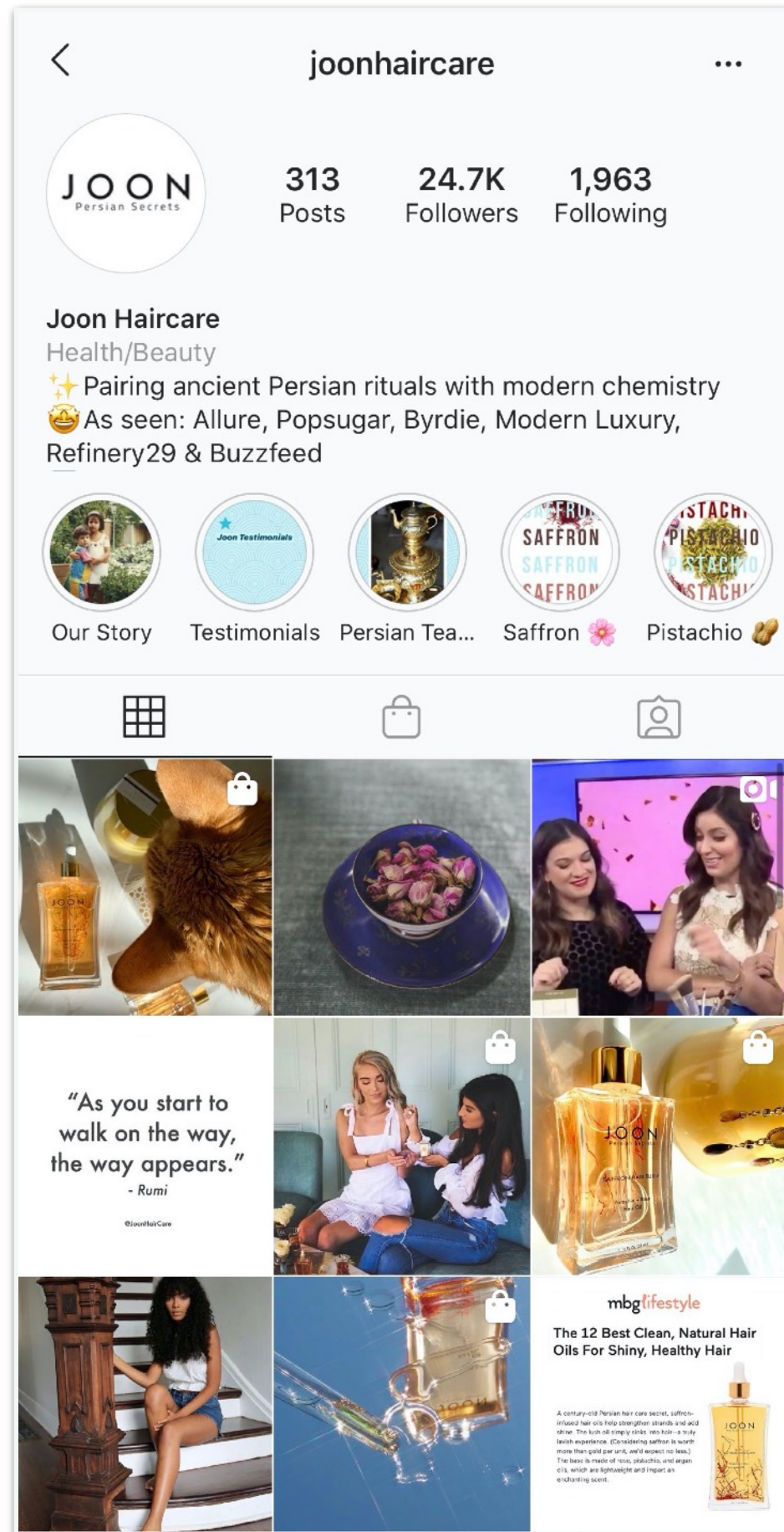
PAPER
CITY.

Houstonia.

ESTETICA

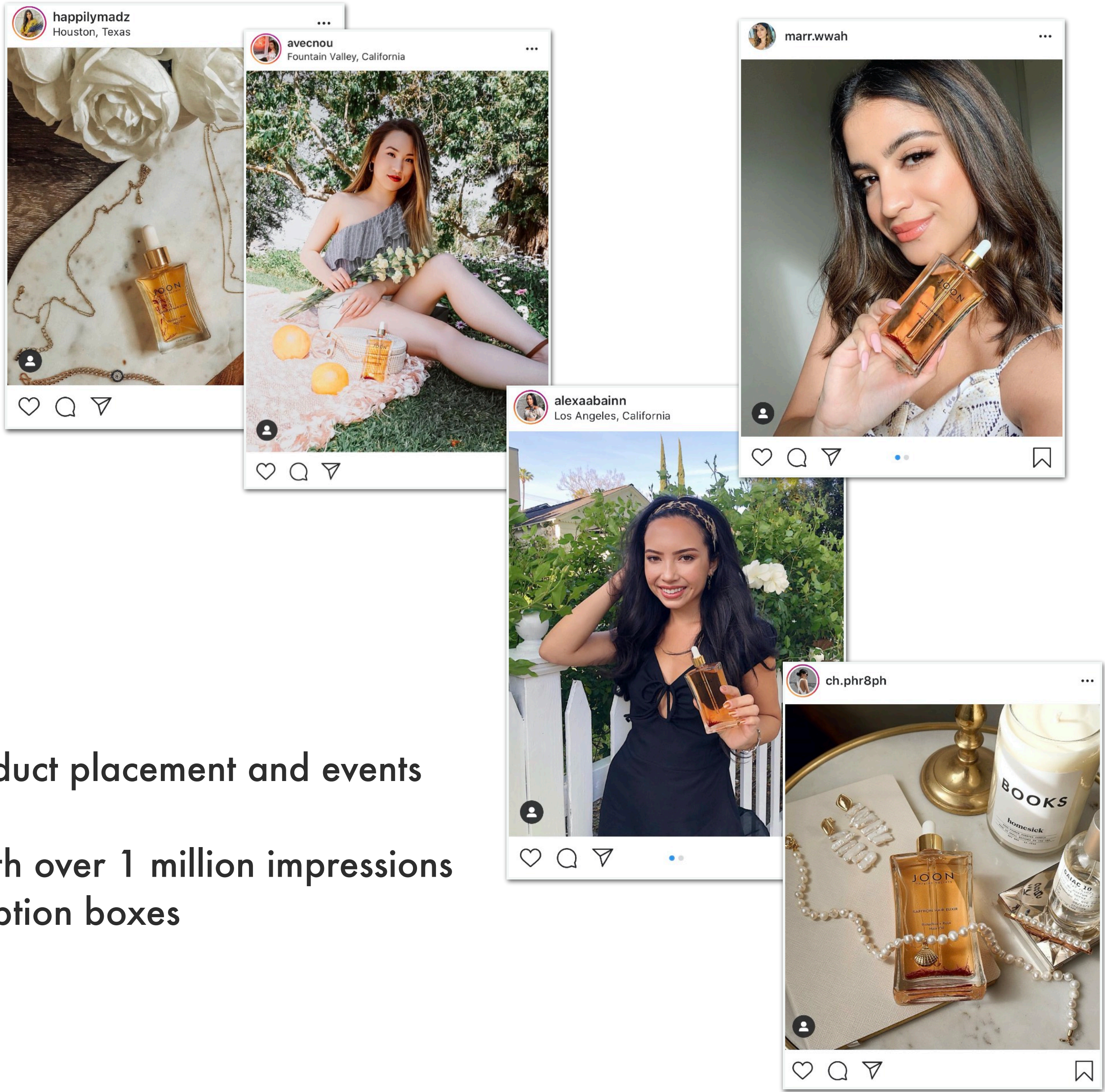
BeautyMatter





MARKETING SUPPORT

- New PR push with editorial, product placement and events
- 25K followers on Instagram
- Many influencer partnerships with over 1 million impressions
- Heavy sampling through subscription boxes



Samples each DSC Receives to Start

- 1 Saffron Rose Shampoo
- 1 Saffron Rose Conditioner
- 1 Saffron Hair Elixir (3.11 fl. oz.)
- 15 Saffron Hair Elixir Minis



JOON ELIXIRS PROMO \$99

4 Saffron Hair Elixir 1.11 fl. oz.

3 Saffron Hair Elixir 3.11 fl. oz.

(Total Retail Value \$262)





Joon Stylist Intro \$99

3 Saffron Rose Shampoo (10 fl. oz.)

3 Saffron Rose Conditioner (10 fl. oz.)

3 Saffron Hair Elixir (1.1 fl. oz.)

(Total Retail Value \$252)

Joon Salon Intro \$249

8 Saffron Rose Shampoo (10 fl. oz.)

8 Saffron Rose Conditioner (10 fl. oz.)

5 Saffron Hair Elixir (1.1 fl. oz.)

2 Saffron Hair Elixir (3.1 fl. oz.)

(Total Retail Value \$688)

THANK YOU

