



# IT'S UP TO YOU

**IF YOU BELIEVE** THAT OUR WONDERFUL PLANET DESERVES TO BE SAVED AND RESPECTED AND YOU CHOOSE TO REDUCE YOUR IMPACT BY MAKING RESPONSIBLE PURCHASES // **IF YOU WANT** TO DETOXYFIFY YOURSELF FROM CHEMICAL AGENTS FULL OF AGGRESSIVE, TOXIC SUBSTANCES BY CHOOSING PRODUCTS RICH IN ORGANIC, BIODYNAMIC INGREDIENTS // **IF YOU WANT** TO BE SEDUCED BY SUBLIME BLENDS OF ESSENTIAL OILS, PHYTO-PROTEINS AND NOURISHING BUTTERS // **IF YOU PREFER** GLASS, PRECIOUS, PURE, INFINITELY REUSABLE AND RECYCLABLE OVER POLLUTING, DISPOSABLE PLASTIC // **IF YOU ARE LOOKING FOR** A BRAND WITH A HUMAN FACE THAT PURCHASES OVER FAIR TRADE NETWORKS AND DEVELOPS ECO-SUSTAINABLE PROJECTS // **IF WHAT YOU'RE LOOKING FOR** IS QUALITY, CONSISTENCY, TRANSPARENCY AND ENTHUSIASM, **WELCOME TO THE WORLD OF ORGANIC WAY SUSTAINABLE LUXURY.**

SUBLIME, MULTISENSORIAL HAIR TREATMENTS, WITH **ESSENTIAL OILS, HYDROLATES** AND **PURE MICRONISED PLANTS** FROM "KM 0" BIODYNAMIC FARMING.

# VALUES & ACTIONS:



**BIODYNAMIC  
INGREDIENTS**

**I BELIEVE**  
IN THE PERFECTION  
OF NATURE



PRODUCTS GROWN  
LOCALLY  
IN ORTOFFICINA //  
ESSENTIAL OILS  
DISTILLED LOCALLY //  
PURE MICRONIZED EXTRACTS  
AND BIODYNAMIC HYDROLATES



**GREEN  
CHEMISTRY**

BEAUTY OR HEALTH?  
**I DON'T WANT  
TO CHOOSE**



BOTANICAL, ORGANIC,  
BIODYNAMIC INGREDIENTS //  
FORMULAS DEVOID  
OF TOXIC OR  
AGGRESSIVE AGENTS //  
BALANCE BETWEEN NATURE  
AND EFFECTIVENESS



**SUSTAINABLE  
DEVELOPMENT**

**I LOVE  
SUSTAINABLE  
LUXURY**



100% RECYCLABLE GLASS  
AND ALUMINIUM //  
NO TO  
OVER-PACKAGING //  
ECO-CERTIFIED  
MATERIALS OR  
MATERIALS FOR REUSE



**FAIR TRADE  
NETWORKS**

**I SUPPORT  
GLOBAL  
WELLNESS**



PURCHASING FROM  
FAIR TRADE NETWORKS //  
NATURAL CERTIFIED  
RAW MATERIALS //  
INTERNATIONAL  
DEVELOPMENT  
PROJECTS





## **BIODYNAMIC INGREDIENTS**

**ORTOFFICINA 50.000 SQUARE METERS  
OF LAND WHICH WE FARM ACCORDING  
TO THE BIODYNAMIC METHOD**

**ORTOFFICINA**



●

"ORTOFFICINA", OUR PRIVATELY OWNED ON OUR FARM NESTLED IN THE GREEN BOLOGNA HILLS, WHERE WE DIRECTLY GROW, HARVEST AND DISTILL 12 DIFFERENT TYPES OF MEDICINAL PLANTS DIRECTLY. ROSEMARY, LEMON BALM, SAGE, THYME, MINT AND HELICHRYSUM ARE GROWN WITH LOVE IN OUR FIELDS, THEY ARE PROCESSED WITHOUT USING CHEMICALS AND SOLVENTS AND THUS BECOME THE "0 KM" BIODYNAMIC INGREDIENTS IN OUR FORMULAS.

●

**THE PRINCIPLES OF BIODYNAMICS: 01. MAINTAIN SOIL FERTILITY**, RESPECTING MAN, PLANTS, THE SOIL AND THE PLANET // **02. KEEP PLANTS HEALTHY AND STRONG** SO THAT THEY CAN DEFEND THEMSELVES FROM CLIMATIC ADVERSITIES, PESTS AND PARASITES, WITHOUT THE USE OF ANY SYNTHETIC CHEMICALS // **03. PRODUCE INGREDIENTS OF THE HIGHEST QUALITY** WHICH ARE FULL OF ALL THEIR PUREST FUNCTIONAL ACTIVE INGREDIENTS.





## **BIODYNAMIC INGREDIENTS**

**FROM MEDICINAL PLANTS AND HERBS GROWN  
ON OUR BIODYNAMIC ESTATE ORTOFFICINA,  
DERIVE PRECIOUS ESSENTIAL OILS,  
WHICH BECOME OUR 100% NATURAL ACTIVE  
INGREDIENTS AND FRAGRANCES**



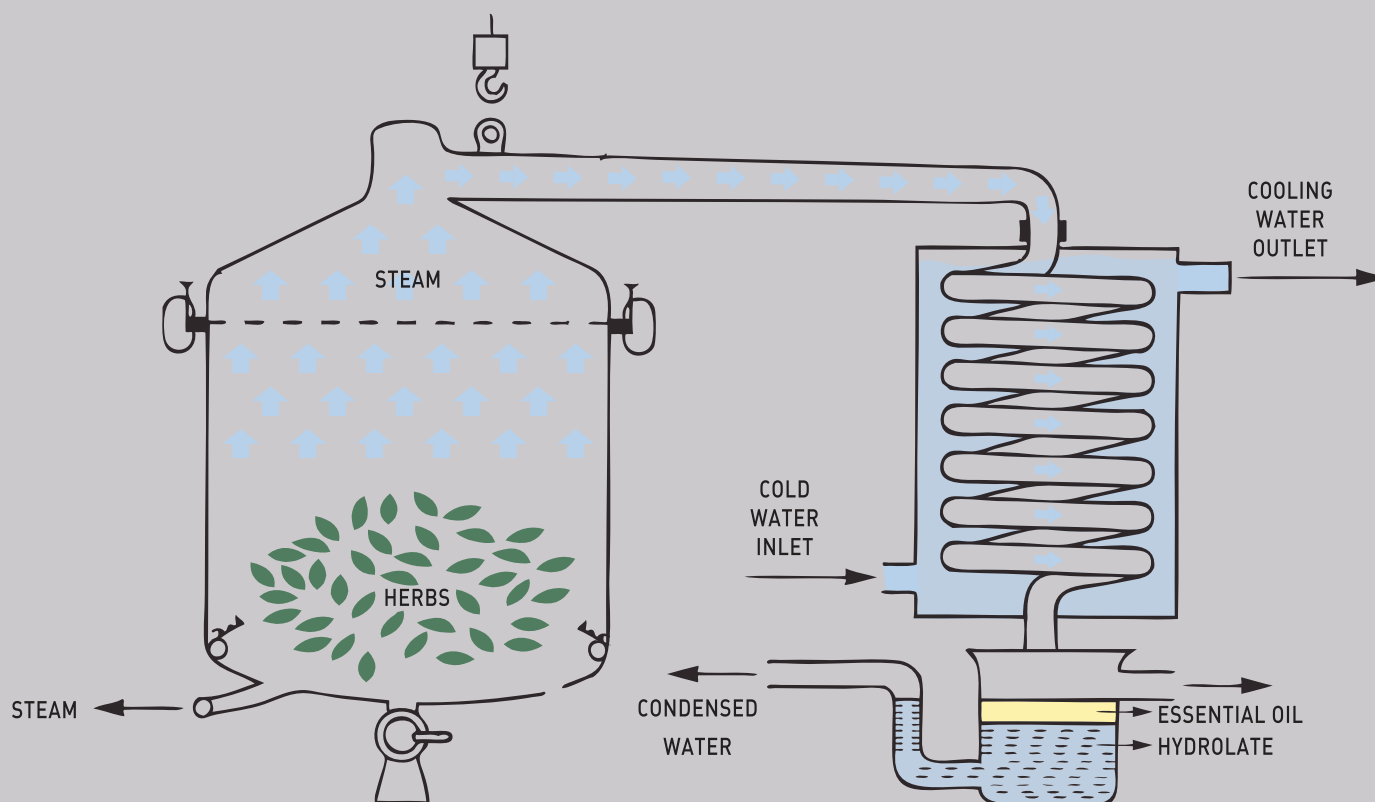
**ESSENTIAL OILS NOT ONLY GIVE LIFE TO THE INEBRIATING FRAGRANCES,  
BUT ALSO ARE FUNCTIONAL ACTIVE INGREDIENTS FOR HAIR AND  
UNFOLD CALMING EFFECTS, GIVING BALANCE AND REFRESHNESS  
TO THE BODY AND MIND.**





WE DEVOTE PART OF OUR PRODUCTION  
AREA FOR THE DISTILLATION OF THE  
ACTIVE INGREDIENTS WE PUT IN OUR  
FORMULAS, USING A PROCESS CALLED  
"EXTRACTION IN A CURRENT OF STEAM "  
WHICH DOES NOT REQUIRE THE USE  
OF SOLVENTS FOR SYNTHESIS

THE EXTRACTED PRODUCTS ARE ESSENTIAL OILS AND HYDROLATES,  
THAT ARE PUT TO REST IN SPECIAL DECANTERS UNTIL THE OILY  
AND AQUEOUS COMPONENTS SEPARATE.



**HYDROLATES:** THE HYDROLATES ARE, ALONG WITH ESSENTIAL OILS, THE PRODUCT OF THE DISTILLATION OF AROMATIC PLANTS. THEY ARE ACTIVE WATERS, DEEPLY INFUSED WITH THE SOLUBLE EXTRACTS OF THE PLANT, THEREFORE RICH IN NATURAL PROPERTIES. HYDROLATES CAN BE ADDED TO OTHER FORMULAS, USED PURE OR BLENDED TOGETHER. THEY ARE EXCELLENT INVIGORATORS WITH REFRESHING, ASTRINGENT, DECONGESTANT AND MOISTURIZING PROPERTIES.





## **GREEN CHEMISTRY**

**WHO SAYS YOU HAVE  
TO CHOOSE BETWEEN  
EFFICIENT  
AND NATURAL?**



THE EVOLUTION OF *GREEN CHEMISTRY* SHOWS THAT IT IS POSSIBLE TO OBTAIN PRODUCTS THAT GIVE EXCELLENT RESULTS WHICH ARE PRODUCED WITHOUT THE USE OF HARSH AND TOXIC CHEMICALS, THROUGH THE USE OF NATURALLY-DERIVED INGREDIENTS, WHICH ARE NOT ONLY NATURAL BUT IMPROVE HAIR STRUCTURE FROM ONE APPLICATION TO THE NEXT. PURE OILS, WAXES, VEGETABLE BUTTERS AND EMOLLIENTS ARE THE KEY TO THE EFFECTIVENESS OF THE OW TREATMENTS. NATURALLY DERIVED BOOSTERS BRING LIGHTNESS, PROTECTION AND HEALTH TO YOUR HAIR OVER TIME. BLENDS OF PHYTO-PROTEINS PLUMP THE HAIR FIBER, IMPROVING THE STRUCTURE TREATMENT AFTER TREATMENT.



## SUSTAINABLE DEVELOPMENT

**85% GLASS AMBER**

**ORGANIC WAY IS THE FIRST PROFESSIONAL  
COMPANY IN THE INDUSTRY TO CHOOSE GLASS  
FOR ALL ITS BOTTLES AND JARS**



**AMBER GLASS IS ABLE TO PROTECT THE INTEGRITY AND PRESERVATION  
OF BOTANICAL EXTRACTS OF FORMULAS, SHIELDING THEM FROM UV RAYS  
AND PROTECTING THEM FROM BACTERIA. GLASS IS 100% PURE, DOES NOT  
RELEASE TOXINS AND DOES NOT CONTAIN POTENTIALLY HARMFUL  
CHEMICALS THAT CAN BE FOUND IN OTHER PACKAGING MATERIALS.**



**15% ALUMINIUM  
ELEGANT, NATURAL,  
EXTREMELY PROTECTIVE  
AND RESISTANT TO CORROSION.  
THE PERFECT MATERIAL  
FOR OUR TUBES**



**100% RECYCLABLE AN INFINITE NUMBER OF TIMES.  
ONLY 5% OF THE ENERGY USED TO ORIGINALLY PRODUCE  
ALUMINUM IS USED TO RECYCLE IT.**





**NO UNNECESSARY PACKAGING  
WE HAVE CHOSEN TO USE ONLY  
ESSENTIAL PACKAGING  
(ALL RECYCLED, RECYCLABLE  
OR ECO-CERTIFIED) TO MINIMIZE  
OUR IMPACT ON THE ENVIRONMENT.**



**THIS IS THE REASON WHY OUR ALUMINUM TUBES,  
BOTTLES AND JARS  
HAVE NO EXTERIOR PACKAGING.**





## **FAIR TRADE NETWORKS**

**WE HAVE SET UP  
ALLIANCES  
WITH INTERNATIONAL  
FAIR-TRADE PURCHASE  
NETWORKS TO SUPPORT  
THE DEVELOPMENT  
OF POOR COUNTRIES  
IN THE WORLD  
WITH OUR PRODUCTS**



**WE RECEIVE CERTIFIED NATURAL  
RAW MATERIALS FROM AFRICA,  
AMAZONIA, INDOCHINA  
AND ABORIGINAL AUSTRALIA  
THAT WE INCLUDE  
IN ALL OUR PRODUCTS,  
SUPPORTING OVER 800  
LOCAL COMMUNITIES.**





# HOW TO READ OUR LABELS



① These are the organic, biodynamic and ethical ingredients that characterize the product line, carefully selected for the beneficial action they perform on the type of hair for which they are dedicated (coloured, curly, fine, etc.). In addition to the ingredients of the line highlighted in this area of the label, each product contains additional functional ingredients that give it its specific action. *For a complete list of ingredients of each product, see the INGREDIENTS LIST (point 3).*

② No less important than the ingredients that the product contains are the traditional raw materials that we have chosen to eliminate from our formulas, replacing them with what we repute as more natural and safe. Here you can find a list of the raw materials we have banned.

③ Password: transparency. We know that consumers are increasingly better informed and demanding regarding ingredients and formulas, so we decided to simplify your task, making a clear and comprehensible list of ingredients. How? Indicating, ingredient after ingredient, the natural raw materials and their type and origin: (EO) Essential Oil, (B) from biodynamic farming, (O) from organic farming, (FT) purchased from fair trade, (ND) naturally derived. Scrolling down the list of natural ingredients, you will realize that there are many more than those listed on the front label. Happy reading!

④ Point your smartphone camera on this icon and wait recognition and link (the app only takes a few minutes to download if you don't have it already) and enter the world of ORGANIC WAY! Your smartphone, and the QR code will lead you directly to the oway.it website, where you can find lots of information, news and insights about our philosophy and our products.

⑤ This panel shows the material of which the packaging is composed. OW packaging is made of glass or aluminum, 100% recyclable an infinite number of times, with huge savings in energy and raw materials and less CO2 emissions and greenhouse gases.

⑥ We love animals and respect all living beings. The second icon is a small trash bin, which reminds you not to disperse the empty container in the environment, but to throw it into the appropriate recycling bin. The third icon is very important, an open jar containing a number: the PAO. This symbol indicates the months the product can be conserved from the time of opening. For example, a product with PAO 12M can be consumed for 12 months from its opening.

## frequent use hair & scalp bath

BAGNO CAPELLI E CUTE USO FREQUENTE CON LIMONE BIODINAMICO, TÈ BIANCO BIOLOGICO, ANISATA ETICA // FREQUENT USE HAIR & SCALPBATH WITH BIODYNAMIC LEMON, ORGANIC WHITE TEA, ETHICALLY-PRODUCED ANISATA

SLS & SLES FREE / PARABEN FREE / PETROLATUM FREE / PEG, PPG & BG FREE / EDTA FREE / SYNTHETIC FRAGRANCE FREE / ARTIFICIAL COLORANTS FREE

O  
WAY

BAÑO PARA CABELLO Y CUERO CABELLUDO USO FRECUENTE CON LIMÓN BIODINÁMICO, TÉ BLANCO BIOLÓGICO, ANISATA ÉTICA // BAIN CAPILLAIRE USAGE FREQUENT CHEVEUX ET CUIR CHEVELU AVEC CITRON BIODYNAMIQUE, THÉ BLANC BIOLOGIQUE, HYSOPE ANISÉE ÉTHIQUE // TÄGLICHE KOPFHAUT- & HAARWÄSCHE MIT BIODYNAMISCHER ZITRONE, BIOLOGISCHEM WEISSEM TEE, ETHISCHER ANISATA

Ingredienti/Ingredients: (B) Biodynamic Active Ingredient / (O) Organically Grown Ingredient / (EO) Essential Oil / (FT) Fair Trade Ingredient / (ND) Naturally Derived Ingredient - Aqua / Water / (IND) Sodium Coceth Sulfate (IND), Cocamidopropyl Betaine (IND), Disodium Laureth Sulfosuccinate, Sodium Babassuamphacetate (IND), Macadamia Seed Oil Glycereth-8 Esters (IND), Coco Glucoside (IND), Glyceryl Oleate (IND), Hydrolyzed Vegetable Protein (IND), Citrus Medica Limonum (Lemon) Fruit Extract (B), Backhousia Anisata Leaf Extract (FT), Camellia Sinensis Leaf Extract (O), Citrus Aurantium Dulcis (Orange) Peel Oil (EO), Pimenta Acris (Bay) Leaf Oil (EO), Cinnamomum Cassia Leaf Oil (EO), Eleutheria Cardamomum Seed Oil (EO), Eugenia Caryophyllus (Clove) Leaf Oil (EO), Citrus Medica Limonum (Lemon) Peel Oil (EO), Citrus Reticulata (Tangerine) Leaf Oil (EO), Myristica Fragrans (Nutmeg) kernel Oil (EO), Piper Nigrum (Pepper) Seed Oil (EO), Citrus Aurantium Amara (Bitter Orange) Peel Oil (EO), Pimenta Officinalis (Pimento) Leaf Oil (EO), Citrus Paradisi (Grapefruit) Peel Oil (EO), Magnesium Sulfate, Polyquaternium-10, Quaternium-80, Glycerin (IND), Citric Acid (IND), Magnesium Nitrate, Magnesium Chloride, Methylchloroisothiazolinone, Methylisothiazolinone, Eugenol, Limonene GUARANTEED ONLY WHEN SOLD BY A PROFESSIONAL HAIR SALON - PROFESSIONAL USE FORMULA.



100% MADE IN ITALY  
www.oway.it

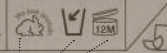
FORMULATED AND MANUFACTURED BY  
ROLLAND - GRANAROLO E - BOLOGNA - ITALY

100% GLASS BOTTLE,  
INFINITELY RECYCLABLE



8 029352 236051

240 ml e 8 fl.oz.





# OW MENU



## dailyAct

DAILY MOISTURIZING AND ENERGIZING RITUALS

## moisturizing

SOURCE OF DEEP HYDRATION FOR DRY,  
SENSITIVE, DEHYDRATED HAIR

## colorUp

ANTIOXIDANT SYSTEM FOR DYED,  
HIGHLIGHTED OR LOWLIGHTED HAIR

## xVolume

METHOD FOR THICKENING AND VOLUMIZING HAIR  
FULL OF BODY AND ENERGY

## beCurly

BOUNCE, DEFINITION AND HYDRATION FOR NATU-  
RALLY CURLY AND PERMED HAIR

## smooth+

SOFTENING AND DISCIPLINING PROGRAM FOR  
STRAIGHT HEALTHY, STRONG AND SHINY HAIR

## silk'n glow

SUBLIME SYNERGY, VOLUPTUOUSNESS  
THAT INFUSES SILK IN THE HAIR FIBER



## rebalancing

METHOD FOR DETOXIFYING AND NORMALIZING  
THE HAIR AND SCALP WITH EXCESS SEBUM

### soothing

SOOTHING PROGRAM FOR ULTRA DELICATE SKIN THAT IS RED AND SENSITIVE

### hair-loss

MICROSTIMULATING SYSTEM AND SUPPORTIVE OF GROWTH FOR HAIR PRONE TO FALL

### purifying

PURIFYING AND REGULATING METHOD FOR SKIN FLAKING DUE TO OILY OR DRY DANDRUFF

### rebuilding

CUSTOM PROGRAM TO RESTORE MATTER TO DAMAGED AND WEAKENED HAIR



### styling & finish

INFINITE EXPRESSIONS OF STYLING, PROTECTED AND NOURISHED HAIR



### Hcolor

THE FIRST NUTRITIOUS AMMONIA-FREE DYEING SYSTEM WITH BIODYNAMIC AND ORGANIC OILS ACTIVATED WITH ILLIPÈ FLUID BUTTER



### Hsystem

A COMPLETE SYSTEM THAT ACCOMPANIES THE DYEING PROCESS IN THE STAGES OF PREPARATION, APPLICATION AND POST-COLOR



### Hnectar

THE FIRST PERMANENT COLOR INFUSION WITH INTEGRATED HAIR LIFTING



### lactosystem

PERMANENT LISSAGE SYSTEM WITHOUT THIOGLYCOLATES FOR SOFT AND DISCIPLINED HAIR



# dailyAct

## HYDRATING AND ENERGIZING DAILY RITUALS

“Hair that is frequently washed needs to be subjected to a ritual that unites delicate cleansing, hydration and invigorating with protection from oxidating, mechanical and thermal stresses tied to styling. **The DAILY ACT line supplies the right combination of hydration, protection and shine, increases strength and resistance and prevents the formation of split ends**”.



frequent use  
hair & scalp bath

pH: 4,0 – 5,0	240/950 ml
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Anti-oxidant  
and nourishing  
hair and scalp bath

- Purifying and detoxifying action.
- Strengthens and hydrates.
- Ideal for all types of hair and scalps.

🧴 Apply to wet hair, massage in and rinse.



frequent use  
conditioner

pH: 3,0 – 4,0	240/950 ml
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Hydrate  
and shine  
conditioner

- It guarantees a rapid detangling action.
- It nourishes and strengthens without weighing the hair down.
- Hair is instantly soft and luminous.

🧴 Apply to clean, wet hair and leave on for 2-3 minutes. Rinse thoroughly.



phytoprotein  
mist

pH: 5,5 – 6,5	160 ml
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Energizing  
and revitalizing  
solution

- Instantly detangles with an invigorating action.
- Gives nutrition and energy.
- Protects from external agents and from split ends.

🧴 Apply after every wash and/or spray onto dry hair even every day.

**WITH:** 0-KM BIODYNAMIC ACTIVE INGREDIENTS / BOTANICAL ORGANIC AND BIODYNAMIC ESSENTIAL OILS / ORGANIC EXTRACTS / PHYTO-DERIVED INGREDIENTS / NATURALLY DERIVED CONDITIONERS AND SOFTNERS / RAW MATERIALS FROM FAIR-TRADE MARKETS / VEGAN FRIENDLY INGREDIENTS / **WITHOUT:** SLS/SLES / PARABENS / SYNTHETIC FRAGRANCES / ARTIFICIAL COLORANTS / PEG-PPG-BG / OMG / PETROLATUM / PHTHALATES / EDTA

## ACTIVE INGREDIENTS

### BIODYNAMIC



#### BIODYNAMIC LEMON EXTRACT

One of the oldest remedies used in herbal medicine. Astringent and purifying, shines and revives faded and opaque hair thanks to the anti-oxidant properties of Vitamin C.

### ORGANIC



#### ORGANIC WHITE TEA EXTRACT

The polyphenols play a triple action: anti-aging, protective against oxidative stress and soothing of the irritated scalp. The White tea aids in the absorption of the active ingredients, increasing their penetration and effectiveness on the hair.

### ORGANIC



#### ORGANIC CHESTNUT PROTEINS

Chestnuts are rich in cosmetic properties. In particular, its proteins give hair renewed shine leaving them healthy and hydrated.

### ETHICAL



#### ETHICAL ANISEED EXTRACT

Antibacterial, antiseptic and soothing. Backhousia anisata is a plant which grows in sub-tropical Australia. Used on the scalp, it performs intensive calming, soothing and rebalancing actions.

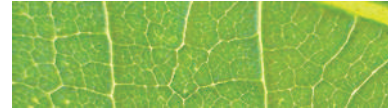
### BOTANICAL



#### MACADAMIA OIL

It demonstrates excellent conditioning, moisturising and softening effects. Thanks to its sebum-like properties, it helps rebalance lipidic secretions from the hair fibre. It intensely nourishes the hair. It has a smoothing effect on the cuticle, preventing frizz and giving shine.

### BOTANICAL



#### VEGETAL PROTEINS

A natural complex which protects and strengthens the hair fibre. It regulates moisturisation, constantly maintaining hair in ideal conditions even in circumstances of high external humidity. It improves and elasticises the hair structure.

### BOTANICAL



#### SOYA AND WHEAT PROTEINS

The combined action of Wheat and Soya forms a barrier against external aggressions, leaving hair shinier and healthier. Distinct improvement in body and hair structure, making hair easier to comb with increased moisturisation.

### BIOTECHNOLOGICAL



#### SURFACTANTS DERIVED FROM COCONUT

We choose cleansing agents derived from nature (coconut) which respect the scalp and, as opposed to SLES and SLS, are made up of larger micella, which gently cleanse, respecting the hydrolipidic balance of the hair.

### BIOTECHNOLOGICAL



#### CO-SURFACTANTS DERIVED FROM BABASSU

An extraordinarily delicate and rich cleansing agent with softening and hydrating properties typical of Babassu oil from which it derives. It is particularly indicated for sensitive skin.

## FOCUS ON

### phytoprotein mist



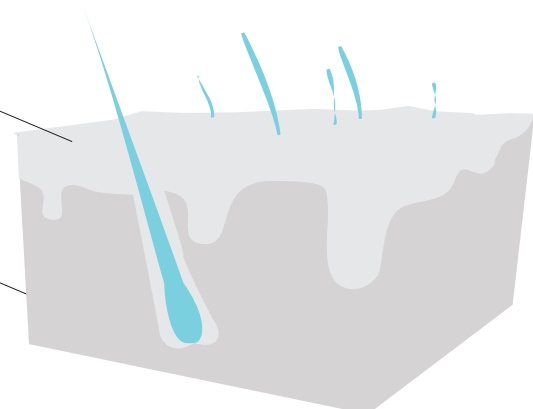
**Phytoprotein mist** is not just a hair solution, it's a fundamental daily act to keep healthy hair. **It's an added help when hair seem stressed, limp and with no vigor. Daily intake of nutrients and energy taken from the organic Chestnut's proteins and the complex of proteins derived from the Soy and Wheat. No-rinse formula, so that the active ingredients have time to penetrate inside the scalp and act. Does not weigh down hair.**

#### ORGANIC CHESTNUT PROTEINS

- HEALTHIER HAIR
- MORE VITALITY
- MORE SHINE

#### SOYA AND WHEAT PROTEINS

- PROTECTED HAIR
- EASIER COMBING
- MORE HYDRATION





# moisturizing

## SOURCE OF DEEP HYDRATION FOR DRY, SENSITIVE AND DEHYDRATED HAIR

“Dry hair appear arid, dull and break easily. To obtain soft and bouncy hair we need to supply them with the components they lack most: water and lipids. **For this reason, the MOISTURIZING line uses a synergy of ingredients which are maximally nutritious, like Murumuru butter and Macadamia oil, organic Honey and biodynamic Hazelnut. A rich and precious blend which renders hair shiny and silky giving them an inebriating softness.**”



moisturizing hair bath

pH: 5,8 - 6,3	240/950 ml
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### Thirst-quenching and nutritious hair bath

- It cleanses dehydrated hair.
- It bestows intense moisture, rebalancing the inside of the dehydrated hair fibre.

👉 Apply to wet hair, massage in and rinse.



moisturizing hair mask

pH: 2,5 - 3,5	150/500 ml
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### Complete nutritional mask

- Pampers, softens and nourishes every strand.
- Prevents the formation of split ends.
- Bouncier and more resistant hair.

👉 Apply to clean, wet hair and leave on for 5-10 minutes.



no-rinse moist conditioner

pH: 5,0 - 6,0	160 ml
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### Nutricious no-rinse softening spray

- Instantly detangles very dry hair. Leaves hair soft and easy to comb.
- Nourishes and strengthens without weighing hair down.

👉 Spray onto clean, to-wet-dried hair evenly distributing along on the whole length. Proceed with styling.

**WITH:** 0-KM BIODYNAMIC ACTIVE INGREDIENTS/ BOTANICAL ORGANIC AND BIODYNAMIC ESSENTIAL OILS / ORGANIC EXTRACTS / PHYTO-DERIVED INGREDIENTS / NATURALLY DERIVED CONDITIONERS AND SOFTENERS / RAW MATERIALS FROM FAIR-TRADE MARKETS / VEGAN FRIENDLY INGREDIENTS / **WITHOUT:** SLS/SLES / PARABENS / SYNTHETIC FRAGRANCES / ARTIFICIAL COLORANTS / PEG-PPG-BG / OMG / PETROLATUM / PHTHALATES / EDTA

## ACTIVE INGREDIENTS

### BIODYNAMIC



#### BIODYNAMIC HAZELNUT EXTRACT

Gives softness and renders hair fiber easy to comb due to the phenols and tannins it contains, has an anti free radical and antioxidant action. Protects hair protecting it from aggressive external agents.

### ORGANIC



#### ORGANIC HONEY EXTRACT

Known for centuries for its multiple cosmetic properties, Honey is rich in vitamins, sugars and trace elements. Gives hair excellent softening, moisturizing, hydrating and soothing properties, for brightness, softness and silkiness.

### ETHICAL



#### ETHICAL MURUMURU BUTTER

Murumuru seeds contain a rich trico-related protein butter repairing and deeply nourishing dry, brittle and dull hair. Moreover, the presence of omega 9 essential fatty acid, contributes to the maintenance of the defense mechanisms against external agents as it promotes cellular functionality.

### BOTANICAL



#### MACADAMIA OIL

It demonstrates excellent conditioning, moisturising and softening effects. Thanks to its sebum-like properties, it helps rebalance lipidic secretions from the hair fibre. It intensely nourishes the hair. It has a smoothing effect on the cuticle, preventing frizz and giving shine.

### BOTANICAL



#### SOYA AND WHEAT PROTEINS

The combined action of Wheat and Soya forms a barrier against external aggressions, leaving hair shinier and healthier. Distinct improvement in body and hair structure, making hair easier to comb with increased moisturisation.

### BIOTECHNOLOGICAL



#### SURFACTANT DERIVED FROM COCONUT + DELICATE CO-SURFACTANT DERIVED FROM BABASSU

We choose naturally derived surfactants (coconut) to which we associate a delicate and rich washing agent, with softening and moisturizing properties typical of Babassu oil from which it derives, particularly suitable for sensitive skin.

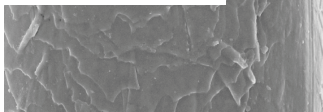
## FOCUS ON

### no-rinse moist conditioner

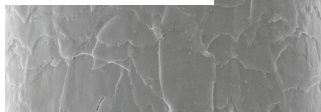


**No-rinse moist conditioner nourishes thin and dehydrated hair without weighing it down.** The no-rinse formula provides continuous and long lasting hydration, conveying nutrients to the hair. The conditioning agents allow easy untangling and facilitates styling.

DRY AND  
DEHYDRATED HAIR /  
IRREGULAR CUTICLES



HEALTHY AND  
NOURISHED HAIR /  
UNIFORM CUTICLES



**"THE MOISTURIZING LINE IS THE TREATMENT PROGRAM WHICH, THANKS TO THE SYNERGIES BETWEEN ULTRA-NUTRITIOUS INGREDIENTS RESTORES BOUNCE, SOFTNESS AND VITALITY TO HAIR."**



# colorUp

## ANTIOXIDANT TREATMENT FOR COLORED, HIGHLIGHTED OR LOWLIGHTED HAIR

“The brilliance of colored hair is intense, magnetic, seductive. But dyed hair, being treated chemically, remain sensitive to UV rays and to external agents: it is therefore fundamental to adopt a treatment program that preserves its brilliance in time. **COLORUP offers a delicate cleansing and polishing action that allows the cuticles to retain the color pigments and proceed with the protective mask, anti-oxidant and nutritive treatment which intensifies the color and renders it long-lasting. A unique ritual which takes advantage of a cocktail of the most powerful antioxidants present in nature: organic Goji, biodynamic Red Vine and Fire Tulip Tree.**”



color protection hair bath

pH: 4,0 – 5,0	240/950 ml
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Anti-oxidant color brilliance hair bath

- It nourishes and prolongs colour shine.
- It protects colored hair from sun, water and pollution damage.

🧴 Apply to wet hair, massage in and rinse.



color protection hair mask

pH: 2,5 – 3,5	150/500 ml
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Nutritive and color intensifying mask

- It detangles and deeply reinvigorates treated hair.
- Hydrates and polishes the cuticles giving maximum brilliance.

🧴 Apply to clean, wet hair and leave on for 5-10 minutes. Rinse.



color protection veil

pH: 4,5 – 5,5	160 ml
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Veil spray protective color prolonger

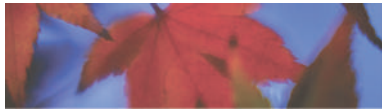
- Essential for long-lasting brilliant color.
- It prevents colour fading, performing with an antioxidant, revitalising action.

🧴 Apply to clean, towel-dried hair after every wash. Style.

**WITH:** 0-KM BIODYNAMIC ACTIVE INGREDIENTS/ BOTANICAL ORGANIC AND BIODYNAMIC ESSENTIAL OILS / ORGANIC EXTRACTS / PHYTO-DERIVED INGREDIENTS / NATURALLY DERIVED CONDITIONERS AND SOFTENERS / RAW MATERIALS FROM FAIR-TRADE MARKETS / VEGAN FRIENDLY INGREDIENTS / **WITHOUT:** SLS/SLES / PARABENS / SYNTHETIC FRAGRANCES / ARTIFICIAL COLORANTS / PEG-PPG-BG / OMG / PETROLATUM / PHTHALATES / EDTA

## ACTIVE INGREDIENTS

### BIODYNAMIC



#### BIODYNAMIC RED GRAPE VINE EXTRACT

Rich in polyphenols, Red Vine acts on the hair shaft with an anti-oxidant, anti-free-radical and photoprotective action preserving hair color from fading due to UV rays, assuring long-lasting color.

### ORGANIC



#### ORGANIC GOJI EXTRACT

A berry native of lands subject to violent temperature ranges, the Goji has developed strong antioxidant and anti-free-radical defenses. It strengthens the hair roots and protects from oxidation. Vibrant, brilliant long-lasting color.

### ETHICAL



#### ETHICAL KAKADU PLUM EXTRACT

Detoxifying, anti-ageing and energizing. The Kakadu Plum is the world's richest natural source of Vitamin C. It contains around 3000 mg of Vitamin C in every 100 gr – that's 50 times the concentration found in oranges.

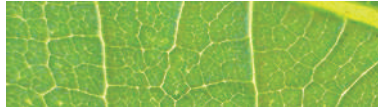
### BOTANICAL



#### WHEAT PROTEINS

Wheat proteins and oligosaccharides act as hydro-regulators, keeping the amount of water in the hair constant even in conditions of high external humidity. They improve elasticity and the hair's mechanical resistance.

### BOTANICAL



#### VEGETAL PROTEINS

A natural complex which protects and strengthens the hair fibre. It regulates moisturisation, constantly maintaining hair in ideal conditions even in circumstances of high external humidity. It improves and elasticises the hair structure.

### BIOTECHNOLOGICAL



#### COMPLEX OF SODIUM PCA + ARGININE

Sodium PCA provides the hair with moisturisation, increasing softness and elasticity. Arginine strengthens the hair, leaving it more resilient to external agents and less prone to loss of pigment. The colour is more vivid, more brilliant and long-lasting.

### BIOTECHNOLOGICAL



#### COLOR PROTECTIVE AMINO ACID COMPLEX

A combination of amino acids specific for the wellness of colored hair. Redensifies fibers and plays a protective fighting anti-oxidation action on the color.

### BIOTECHNOLOGICAL



#### SURFACTANT DERIVED FROM COCONUT + DELICATE CO-SURFACTANT DERIVED FROM BABASSU

We choose naturally derived surfactants (Coconut) to which we associate a delicate and rich washing agent, with softening and moisturizing properties typical of Babassu oil from which it derives, particularly suitable for sensitive skin.

### BIOTECHNOLOGICAL



#### CO-SURFACTANTS FROM AMINO ACIDS + COCONUT

Gentle cleansing for softer hair and longer lasting colour. Colored hair should be treated with special care: in order to offer even more gentleness in cleansing we have chosen a delicate cleansing agent, derived from a mixture of Amino acids + Coconut.

## FOCUS ON

### color protection veil



The color protection veil is the secret to prolonging the perfection of the OW Hcolor. Its uniqueness comes from the combination of the color protective amino acid complex, together with the Sodium PCA, Arginine and Fire Tulip Tree complex which acts as a booster, that is, it strengthens the antioxidant action of the amino acids while polishing the cuticle. **Used with constancy after every washing, the color protection veil is able to guarantee a brilliant and shiny long lasting color for vibrant hair.**

### Fire Tulip Tree

Native of tropical Africa, the Fire Tulip Tree is considered sacred by many populations. Symbol of passion and life, with its eccentric form and its brilliant red color it is the image of fire and light. It carries out a deep anti-oxidant action on hair, protects color from fading and strengthens brilliance and shine.





FINE AND LIMP HAIR

# xVolume

## THICKENING AND VOLUMIZING TREATMENT, FOR FULL-BODIED ENERGIZED HAIR

“Thin fine hair are more vulnerable to external agents and subject to static electricity: this is why they are prone to have difficulties maintaining styling. Light, aimed formulations are needed to improve its look. Formulas which cleanse delicately, increase volume, strength and density. **XVOLUME is composed of a delicate and slightly hydrating hair bath which cleanses and invigorates the hair and a spray which lifts the hair from the roots. Hair appear stronger, bouncy and find body and volume.**”



**volumizing  
hair bath**

pH: 4,0 – 5,0	240/950 ml
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### Volume amplifier hair bath

- Cleanses while doning strength and body to fragile, limp hair.
- It purifies the scalp lifting the hair from the roots.
- Contrasts static electricity.

👉 Apply to wet hair, massage in and rinse.



**volumizing  
root spray**

pH: 6,0 - 7,0	160 ml
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### Root thickening and volumizing spray

- Thanks to the special nozzle, it lifts from roots to ends without weighing the hair down.
- It guarantees volume for even the finest hair.
- Strengthens and densifies.

👉 Apply to damp hair concentrating on the roots.

**WITH:** 0-KM BIODYNAMIC ACTIVE INGREDIENTS/ BOTANICAL ORGANIC AND BIODYNAMIC ESSENTIAL OILS / ORGANIC EXTRACTS / PHYTO-DERIVED INGREDIENTS / NATURALLY DERIVED CONDITIONERS AND SOFTENERS / RAW MATERIALS FROM FAIR-TRADE MARKETS / VEGAN FRIENDLY INGREDIENTS / **WITHOUT:** SLS/SLES / PARABENS / SYNTHETIC FRAGRANCES / ARTIFICIAL COLORANTS / PEG-PPG-BG / OMG / PETROLATUM / PHTHALATES / EDTA / GLUTEN

## ACTIVE INGREDIENTS

### BIODYNAMIC



#### BIODYNAMIC YARROW EXTRACT

Yarrow produces a stimulating action favoring blood circulation of the scalp and growth of healthy hair. This action is due to the presence of flavonoids which help maintain the normal integrity of hair.

### ORGANIC



#### ORGANIC GINGER EXTRACT

Strengthens hair with a stimulating action of the microcirculation, which improves irrigation of the blood vessels favoring nutrition intake. Ayurvedic tradition considers Ginger a hair-growth stimulating spice.

### ETHICAL



#### ETHICAL PURPLE RICE EXTRACT

Also known as Khao Gram, purple Rice is native of tropical and sub-tropical countries of southern Asia. Extremely rich in anthocyanidins, which gives it its characteristic purple color, it has a strong antioxidant activity, which helps protect hair from external aggressions.

### BOTANICAL



#### COTTON SEED OIL

Is one of the most Vitamin E rich oils and is thus an excellent antioxidant. Carries out a conditioning action which makes for fluid and shiny hair due to the interaction between saturated and unsaturated fatty acids, in particular of linoleic acid, an essential skin cognitive fatty acid.

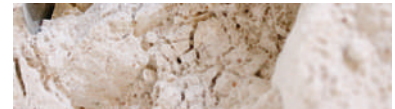
### BOTANICAL



#### SOYA PROTEINS

Thanks to Biotin and Pantoic acid, they restore body, vigor and shine to the hair. They reduce damage caused by chemical treatments and external agents and increase the hair's mechanical resistance, leaving it more flexible.

### BIOTECHNOLOGICAL



#### CREATINE CR COMPLEX

"Cell Revitalizer" complex based on Creatine, which stimulates energy metabolism of cells. It increases the internal energy needed for their vitality and defence. It gives vigor and body to fragile, damaged hair. It smooths the surface of the cuticle, reducing damage caused by the most aggressive chemical treatments.

### BIOTECHNOLOGICAL



#### LINDEN BUD POLYSACCHARIDES

The buds are the most vital parts of the Linden plant tree: exceptionally rich in phytohormones, proteins and sugars, they contribute to maintaining volume and polish the cuticle, reducing the negative effects of static electricity.

### BIOTECHNOLOGICAL



#### SURFACTANTS DERIVED FROM COCONUT

We choose cleansing agents derived from nature (Coconut) which respect the scalp and, as opposed to SLES and SLS, are made up of larger micella, which gently cleanse, respecting the hydrolipidic balance of the hair.

### BIOTECHNOLOGICAL



#### SURFACTANTS DERIVED FROM COCONUT ENHANCED WITH ZINC SALT

Acts as a sebum regulator. Favours correct oxygenation of hair; carries out a delicate deodorant action; stimulates the cellular metabolism and renewal of the scalp skin; stimulates the correct development of hair.

## FOCUS ON

### volumizing root spray



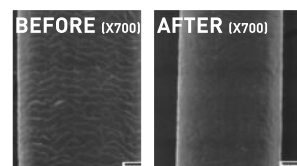
**Volumizing root spray is the right solution to limp hair. It offers full-bodied volume; gives incredible support because it lifts the roots while guaranteeing lightness. Draws nutrients from the linden tree buds it contains to make hair stronger, making this product ideal for the most fragile and thin hair.**

### LINDEN BUD POLYSACCHARIDES (GEMMOTHERAPY)

Active ingredients extracted with the gemmotherapy method, which guarantees richer, purer and more effective ingredients.

- VISIBLY IMPROVES THE STATE OF THE CUTICLE, SEALING SCALES
- ADDS VOLUME AND HYDRATES
- DRASTICALLY DIMINISHES STATIC ELECTRICITY

#### CUTICLE REBUILDING<sup>1</sup>



MORE MOISTURIZATION **+83%<sup>2</sup>**

MORE VOLUME **+60%<sup>3</sup>**

LESS STATIC **-70%<sup>3</sup>**

<sup>1</sup> Analysis of the hair surface under a microscope Comparative Test between sections of untreated hair and hair treated with Linden Bud Polysaccharides. Visual analysis of the results obtained under the microscope. PROTOCOL: \* SECTIONS TREATED: standard application of a serum containing Linden Bud Polysaccharides. Massage lasting about 1 minute. 5 minute break. Rinsing of sections one after the other lasting about 1 minute. Drying of sections with blotting paper. \* UNTREATED SECTIONS: rinsing of sections one after the other lasting about 1 minute. Drying of sections with blotting paper. <sup>2</sup> Application 3 times a week, lasting a total of 28 days, of a shampoo containing 5 % Linden Bud Polysaccharides. Measurement carried out with Hydrascan. Panel of 6 volunteers. <sup>3</sup> Results from self-evaluation tests. Application 3 times a week, lasting a total of 28 days, of a shampoo containing 5 % - Linden Bud Polysaccharides. Panel of 15 volunteers.

## CURLY OR PERMED HAIR

# beCurly

## BOUNCE AND HYDRATION FOR NATURALLY CURLY OR PERMED HAIR

“The synergic treatments in the BECURLY line acts the needs of curly hair at 360°. The hair bath and mask favor rehydration and help detangle knots, carrying nutrients and sealing scales that, in curly hair, often result lifted determining dullness. Curly potion is an honest to goodness bounce elixir, which with its fine texture, gives support, definition and separation. The synergy of biodynamic Licorice, organic Hypericum and ethical Crabwood give nourishment, bounce and vigor.”



curly  
hair bath

pH: 4,0 – 5,0	240/950 ml
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### Nourishing bounce hair bath

- Cleanses curly hair while providing an intense anti-frizz action.
- Favour definition of the curl while maintaining an optimal state of hydration.

👉 Apply to wet hair, massage in and rinse.



curly  
hair mask

pH: 2,5 – 3,5	150/500 ml
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### Nourishing and polishing cuticle mask

- It perfectly detangles and defines curls without weighing them down.
- It moisturizes and strengthens the hair keratin in curly hair.
- Seals and polishes cuticles.

👉 Apply to clean, wet hair and leave on for 5-10 minutes. Rinse.



curly  
potion

pH: 6,0 – 7,0	240 ml
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### Potion for shape, bounce and extreme definition

- Shapes hair, models and moisturizes curls.
- Highlights curls making them bouncy and light.
- It creates perfect separation and definition.

👉 Apply the quantity desired to wet or dry hair and proceed with styling.

**WITH:** 0-KM BIODYNAMIC ACTIVE INGREDIENTS / BOTANICAL ORGANIC AND BIODYNAMIC ESSENTIAL OILS / ORGANIC EXTRACTS / PHYTO-DERIVED INGREDIENTS / NATURALLY DERIVED CONDITIONERS AND SOFTENERS / RAW MATERIALS FROM FAIR-TRADE MARKETS / VEGAN FRIENDLY INGREDIENTS /  
**WITHOUT:** SLS/SLES / PARABENS / SYNTHETIC FRAGRANCES / ARTIFICIAL COLORANTS / PEG-PPG-BG / OMG / PETROLATUM / PHTHALATES / EDTA



ACTIVE INGREDIENTS

**BIODYNAMIC**



**BIODYNAMIC LICORICE EXTRACT**  
The glycyrrhizic acid it contains reactivates blood microcirculation of the scalp, promoting the penetration of the active ingredients, soothes redness and inflammation of the scalp's skin.

**ORGANIC**



**ORGANIC HYPERICUM EXTRACT**  
Herbal tradition considers Hypericum a particularly solar plant. It protects, soothes and is anti-free-radical while preserving the youth of the hair fiber.

**ETHICAL**



**ETHICAL CRABWOOD OIL**  
A precious cosmetic ingredient with exceptional restoring, hydrating and soothing properties. Promotes healthy hair growth. Excellent for curly hair, making them bouncy, soft and nourished.

**BOTANICAL**



**SOYA OIL**  
Rich in Omega 6 and fatty acids, it increases hair shine and bestows strength, vigor and vitality. The lipids it contains have the ability to deeply penetrate, resulting in hydration and softness. It counters the frizz effect.

**BOTANICAL**



**MACADAMIA OIL**  
Demonstrates excellent conditioning, moisturizing and softening effects. Thanks to its sebum-like properties, it helps rebalance lipidic secretions from the hair fiber. It intensely nourishes the hair and has a smoothing effect on the cuticle, preventing frizz and giving shine.

**BOTANICAL**



**WHEAT PROTEINS**  
Wheat proteins and oligosaccharides act as hydro-regulators, keeping the amount of water in the hair constant even in conditions of high external humidity. They improve elasticity and the hair's mechanical resistance.

**BIOTECHNOLOGICAL**



**CELLULOSE BASED POLYMERS**  
Curl perfecting styling polymers, which deliver touchable, lustrous curls that last. They provide exceptional curl memory benefits, great hold and frizz control. Our cellulose based polymers put the "spring factor" into curls and create high energy moveable styles that last.

**BIOTECHNOLOGICAL**



**SURFACTANTS DERIVED FROM COCONUT**  
We choose cleansing agents derived from nature (Coconut) which respect the scalp and, as opposed to SLES and SLS, are made up of larger micella, which gently cleanse, respecting the hydrolipidic balance of the hair.

**BIOTECHNOLOGICAL**



**CO-SURFACTANTS DERIVED FROM BABASSU**  
An extraordinarily delicate and rich cleansing agent with softening and hydrating properties typical of Babassu oil from which it derives. It is particularly indicated for sensitive skin.

FOCUS ON

curly potion



Soft, well defined bouncy curls? **Curly potion assures perfect curly styling leaving curls shiny, bouncy and pleasant to touch.** Excellent hold and frizz control. Styling assumes a decisive, soft and long-lasting form.

Cellulose based polymers:

These revolutionary polymers deriving from cellulose give curly hair:

CURL MEMORY: 80 <sup>1</sup> %
ANTI-FRIZZ EFFECT: 80 <sup>2</sup> %
EXCELLENT CURL SHAPE: 80 <sup>2</sup> %
COMPACT SECTIONS: 100 <sup>2</sup> %
BOUNCY CURLS: 100 <sup>2</sup> %

<sup>1</sup> Tests carried out on lengths of sections.  
<sup>2</sup> Results from self-evaluation tests on a panel. Percentage of volunteers who displayed a positive result in the parameter under consideration.

FROM  
CELLULOSE  
BASED POLYMERS  
COMES THE  
"BOUNCE  
FACTOR"  
FOR PERFECT,  
FLEXIBLE,  
DEFINED CURLS



UNDISCIPLINED HAIR

smooth+

SMOOTHING AND DISCIPLINARY TREATMENT TO OBTAIN HEALTHY, STRONG AND BRILLIANT STRAIGHT HAIR

“Long, short or medium length hair, straight hair possess an innate elegance which makes them perfect for any look and occasion. However they must appear healthy, shiny and tended for a perfect *liss-à-plomb*. To obtain this result it is fundamental that the cuticles are perfectly sealed and polished so as to reflect luminosity resulting in nourished, soft to the touch hair, protected from excessive heat from dryer and flat iron use. **SMOOTH+ is a disciplining treatment that unites the nutritious action resulting in polish and shine on the cuticle stemming from the antioxidant action of the Buriti oil and the bounce from the organic Rose and biodynamic Caraway.**”



smoothing hair bath

pH: 4,0 – 5,0    240/950 ml

Softening and polishing hair bath

- It gently cleanses hard to manage hair.
- Polishes the cuticle and eliminates frizz.
- It controls volume for perfect smooth hair.

👉 Apply to wet hair, massage in and rinse.



smoothing conditioner

pH: 3,0 – 4,0    240/950 ml

Softening and regulating conditioner

- Makes rebellious hair soft and untangled by polishing the cuticles.
- Regulates volume and creates the ideal surface for straight styling.

👉 Apply to clean, wet hair and leave on for 2-3 minutes. Rinse thoroughly.



smoothing cream

pH: 5,5 – 6,5    150 ml

No-rinse extra-regulating cream

- Extreme sleek hard to handle hair (thick and rebellious).
- It strengthens the hair structure protecting it from heat sources.

👉 Apply to clean, damp hair massaging it in along on the whole length. Proceed with styling.



smoothing fluid

pH: -    100 ml

Straight fluid finisher

- Gives brightness and softness.
- Heat-resistance, it protects the hair fiber from the hairdryers and straighteners flat irons.

👉 Apply to damp hair, along the length of the hair and ends. For extreme straightening, use a hairdryer and flat iron straighteners.

**WITH:** 0-KM BIODYNAMIC ACTIVE INGREDIENTS / BOTANICAL ORGANIC AND BIODYNAMIC ESSENTIAL OILS / ORGANIC EXTRACTS / PHYTO-DERIVED INGREDIENTS / NATURALLY DERIVED CONDITIONERS AND SOFTENERS / RAW MATERIALS FROM FAIR-TRADE MARKETS / VEGAN FRIENDLY INGREDIENTS / **WITHOUT:** SLS/SLES / PARABENS / SYNTHETIC FRAGRANCES / ARTIFICIAL COLORANTS / PEG-PPG-BG / OMG / PETROLATUM / PHTHALATES / EDTA / GLUTEN

## ACTIVE INGREDIENTS

### BIODYNAMIC



#### BIODYNAMIC CARAWAY EXTRACT

One of the most ancient spices utilized in Europe, due to its potent aromatic qualities that vitalize the mind and infuse optimism. Caraway is an important source of complex and natural antioxidants like carotene, lutein and vitamin E. It furthermore has a detoxing property, which stimulates microcirculation of the scalp and purifies hair.

### ORGANIC



#### ORGANIC DAMASK ROSE EXTRACT

Also known as the "queen of roses" its leaves contain an elevated quantity of pectine, a substance characterized by marked hydrating and hydoregulating properties, which maintain hair with an optimal hydro balance. A powerful antioxidant action is carried out by the anthocyanins and flavonoids contained in its petals.

### ETHICAL



#### ETHICAL BURITI OIL

An oil that originates in the Amazon which forms a barrier that regulates the exchange with the external atmosphere allowing hair to prolong hydration retention. Prevents hair from dehydrating. Revitalizes hair giving vigor and shine.

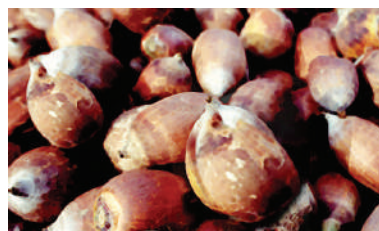
### BIOTECHNOLOGICAL



#### SURFACTANTS DERIVED FROM COCONUT

We choose cleansing agents derived from nature (Coconut) which respect the scalp and, as opposed to SLES and SLS, are made up of larger micella, which gently cleanse, respecting the hydrolipidic balance of the hair.

### BIOTECHNOLOGICAL



#### CO-SURFACTANTS DERIVED FROM BABASSU

An extraordinarily delicate and rich cleansing agent with softening and hydrating properties typical of Babassu oil from which it derives. It is particularly indicated for sensitive skin.

### BIOTECHNOLOGICAL



#### EMOLLIENTS OF NATURAL ORIGIN

Emollients (or softeners) guarantee the smoothness of the product and its spreadability along the length of the hair. They restore softness and bounce by polishing the surface of the hair. The emollient ingredients used in the OW line are of natural origin.

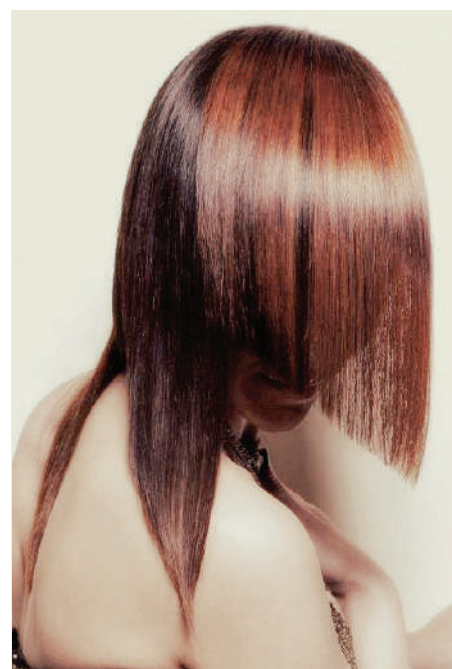
## FOCUS ON

### smoothing fluid



For the lovers of ultra-straight hair that are easy to comb and bright, **smoothing fluid** is your special ally. Combats the effects of humidity and prolongs the effects of liss styling. **Protects the hair fiber and ends from prolonged use of flat irons and heat from close-up hair drying.**

**SMOOTHING FLUID** COMPLETES THE ACTIONS OF **SMOOTHING HAIR BATH**, **SMOOTHING CONDITIONER** AND **SMOOTHING CREAM** (THE LATTER IS TO BE USED IN CASES OF PARTICULARLY THICK AND REBELLIOUS HAIR).





FRIZZY, DULL AND UNSTRUCTURED HAIR

# silk'n glow

## A SUBLIME AND VOLUPTUOUS SYNERGY THAT INFUSES THE HAIR FIBER WITH SILK

"To regulate frizzy, thick and unstructured hair one must act on two fronts: infuse nutrients deeply in the hair fiber and polish the superficial surface. Frizzy and dull hair is, in fact, characterized by uplifted and irregular cuticles. When in this state, the hair surface does not reflect light and hair appears dull and opaque. **SILK'N GLOW cleanser brings a first regulating effect. The nutritious treatment transforms hair matter in pure silk. The serum is the final touch that coats the hair with micro-particles of light. A synergy of restructuring, nourishing and silkening active ingredients. Biodynamic Oats, organic Cupuaçu butter and ethical Brazilian Nut makes for soft and shiny hair: pure silk.**"



silk'n glow  
hair bath

pH: 5,8 - 6,3	240/500 ml
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Luminous  
and sublime  
hair bath

- Restores natural hydration to dry and brittle hair.
- Polishes the cuticle and fights frizz.
- Gives immediate shine.

👉 Apply to wet hair, massage in and rinse.



silk'n glow  
hair mask

pH: 2,5 - 3,5	150/500 ml
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Silking  
and nourishing  
infusion mask

- Favours scale closure and eliminates frizz making hair shiny and brilliant.
- Soft, silky fluid hair.

👉 Apply to clean, wet hair and leave on for 3-5 minutes. Rinse.



silk'n glow  
serum

pH: -	50/100 ml
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Silkening  
serum  
light detector

- Gives immediate shine.
- Polishes the cuticle and maintains control over frizz.
- Hair remains soft and silky.

👉 Apply to damp or dried hair, along the entire length of hair and ends.

**WITH:** 0-KM BIODYNAMIC ACTIVE INGREDIENTS / BOTANICAL ORGANIC AND BIODYNAMIC ESSENTIAL OILS / ORGANIC EXTRACTS / PHYTO-DERIVED INGREDIENTS / NATURALLY DERIVED CONDITIONERS AND SOFTENERS / RAW MATERIALS FROM FAIR-TRADE MARKETS / VEGAN FRIENDLY INGREDIENTS  
**/ WITHOUT:** SLS/SLES / PARABENS / SYNTHETIC FRAGRANCES / ARTIFICIAL COLORANTS / PEG-PPG-BG / OMG / PETROLATUM / PHTHALATES / EDTA

## ACTIVE INGREDIENTS

### BIODYNAMIC



#### BIODYNAMIC OAT EXTRACT

Carries out a supportive and restructuring action on dry and arid hair. The beta-glucan present in the oat extract contributes moisturizing and film-forming properties and plays an inhibitory role against free radicals.

### ORGANIC



#### ORGANIC CUPUAÇU BUTTER

Cupuaçu is a high quality Brazilian nut. Its seeds, processed through a cold press, release a butter with excellent hydrating and softening properties. Nourishing and enriching, it gives brightness to the hair fiber.

### ETHICAL



#### ETHICAL BRAZILIAN NUT OIL

Rich in water-soluble vitamins A and B, it regulates hair with an anti-frizz action, gives shine and makes hair easy to comb.

### BOTANICAL



#### WHEAT PROTEINS

Wheat proteins and oligosaccharides act as hydro-regulators, keeping the amount of water in the hair constant even in conditions of high external humidity. They improve elasticity and the hair's mechanical resistance.

### BIOTECHNOLOGICAL



#### SURFACTANTS DERIVED FROM COCONUT

We choose cleansing agents derived from nature (Coconut) which respect the scalp and, as opposed to SLES and SLS, are made up of larger micella, which gently cleanse, respecting the hydro-lipidic balance of the hair.

### BIOTECHNOLOGICAL



#### EMOLLIENTS OF NATURAL ORIGIN

Emollients (or softeners) guarantee the smoothness of the product and its spreadability along the length of the hair. They restore softness and bounce by polishing the surface of the hair. The emollient ingredients used in the OW line are of natural origin.

## FOCUS ON

### the silk'n glow synergy



Silk'n glow is a deep, efficient and, above all, immediate treatment that renders hair smooth as silk and incredibly shiny, leaving frizz behind. The length of the hair acquires a new light, the styling becomes regulated and silky, the final effect is surprising.

**VISIBLE RESULTS FROM THE VERY FIRST APPLICATION.**



# rebalancing

## DETOXIFYING AND RESTORATIVE METHOD, FOR SKIN AND HAIR WITH EXCESS SEBUM

“Rebalancing an oily and greasy scalp and reconquering comfort and freshness is possible through a routine that flanks intensive treatments to be carried out in a salon, with a maintenance program to carry out at home. **The REBALANCING program brings the scalp and hair back to normality by delicately removing the excess sebum bringing freshness and leaving the hair and scalp perfectly purified. To do so it takes advantage of the synergy of the detoxing and astringent white Amazonian Clay, the stimulating and normalizing micronized Sage and of the skin functions of the Bugbane, a vegetable extract that inhibits the enzymes responsible for the hyper production of sebum.**”



amazonian control clay

pH: 5,0 – 6,0	150 ml
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Rebalancing clay for oily scalp

- Absorbs excess sebum and impurities.
- Eliminates toxins and unpleasant scalp odors.
- Detoxing and slightly exfoliating action.

🛠️ Add 2 **pure biodynamic sage** spoons in 50 ml of **amazonian control clay**, mix and apply. Leave in for about 10 minutes, rinse.



pure biodynamic sage

pH: -	50 gr
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Pure sage from biodynamic farming

- Anti-septic, anti-microbial and anti-inflammatory.
- Stimulating and normalizing action of skin functions.

🛠️ Add 2 **pure biodynamic sage** spoons in 50 ml of **amazonian control clay**, mix and apply. Leave in for about 10 minutes, rinse.



sebum balance hair bath

pH: 3,2 – 4,2	240/950 ml
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Normalizing bath for oily scalp and hair

- It purifies and normalizes oily scalps.
- Contrasts the oily effect of the hair and favours the deep-down cleansing of the scalp.

🛠️ Apply to wet hair, massage in and rinse. Repeat if necessary.

**WITH:** 0-KM BIODYNAMIC ACTIVE INGREDIENTS / BOTANICAL ORGANIC AND BIODYNAMIC ESSENTIAL OILS / ORGANIC EXTRACTS / PHYTO-DERIVED INGREDIENTS / NATURALLY DERIVED CONDITIONERS AND SOFTENERS / RAW MATERIALS FROM FAIR-TRADE MARKETS / VEGAN FRIENDLY INGREDIENTS/  
**WITHOUT:** SLS/SLES / PARABENS / SYNTHETIC FRAGRANCES / ARTIFICIAL COLORANTS / PEG-PPG-BG / OMG / PETROLATUM / PHTHALATES / EDTA



## ACTIVE INGREDIENTS

### BIODYNAMIC



#### BIODYNAMIC SAGE

Activates the peripheral circulation explicating a stimulating effect and improving the skin's functions. Due to the presence of phenols, it carries out an antiseptic action which purifies and is antibacterial. In the Rebalancing line is available both in the form of essential oil and in the pure micronized plant form.

### ORGANIC



#### ORGANIC EUPHRASIA EXTRACT

Carries out a softening, invigorating, astringent and anti-inflammatory action, particularly indicated for the treatment of sensitive skin.

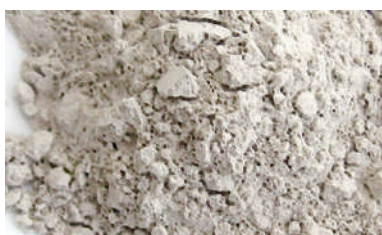
### ORGANIC



#### ORGANIC SWEET ALMOND OIL

Sweet Almond oil is perhaps the most common active ingredient used to maintain beautiful, supple skin and bouncy hair. Obtained from the pressing of Sweet Almonds, the oil is made up of over 95% unsaturated fatty acids with high soothing, softening, elasticizing properties.

### ETHICAL



#### ETHICAL WHITE AMAZONIAN CLAY

An active ingredient deriving from the Amazon basin, where nutrients found are at the highest levels. It rebalances scalps with excessive sebaceous secretions, performing delicate yet effective detoxing, astringent and purifying actions.

### ETHICAL



#### ETHICAL TEAK & MAHOGANY

Teak extract is often used in Ayurvedic medicine to strengthen hair structure and also for its antibacterial properties. Mahogany is a plant often used in traditional African medicine for its prestigious qualities: energizing and invigorating for hair.

### BOTANICAL



#### BUGBANE EXTRACT

Bugbane actively contrasts sebaceous hyperactivity inhibiting the action of the enzyme 5- $\alpha$  reductase, responsible for the overproduction of sebum. Bugbane acts on all the causes that provoke greasy hair: seborrheic scalps, seasonal changes, hormonal factors and stress, significantly reducing sebum.

### BOTANICAL



#### STAR ANISE ESSENTIAL OIL

The Star Anise is the fruit of a tree originating in the tropics of Asia. It has efficient anti-inflammatory and antibacterial properties. Furthermore, it is also an excellent antioxidant and anti-fungus.

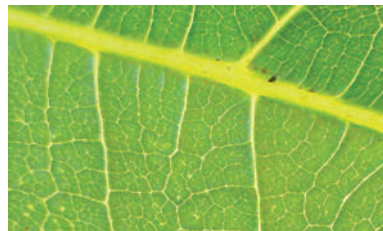
### BOTANICAL



#### MENTHOL EXTRACT

Menthol, extracted from Mint essential oil, performs astringent and purifying actions on the scalp. It bestows an immediate sensation of freshness and relief and boasts significant anti-itching properties.

### BOTANICAL



#### VEGETAL PROTEINS

A natural complex, which protects and strengthens the hair fiber. It regulates moisturization, constantly maintaining hair in ideal conditions even in circumstances of high external humidity. It improves and elasticizes the hair structure.

### BOTANICAL



#### WHEAT PROTEINS

Wheat proteins and oligosaccharides act as hydro-regulators, keeping the amount of water in the hair constant even in conditions of high external humidity. They improve elasticity and the hair's mechanical resistance.

### BOTANICAL



#### COCONUT OIL

Restores elasticity and tone, thanks to its high content of Lauric acid, a saturated fatty acid, also acts as antimicrobial and antifungal becoming an excellent antiseptic for skin purity.

### BIOTECHNOLOGICAL



#### SURFACTANTS DERIVED FROM COCONUT ENHANCED WITH ZINC SALT

Acts as a sebum regulator. Favours correct oxygenation of hair; carries out a delicate deodorant action; stimulates the cellular metabolism and renewal of the scalp skin; stimulates the correct development of hair.

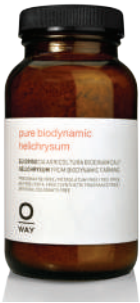
soothing

ULTRA-DELICATE SOOTHING TREATMENT FOR RED AND SENSITIVE SKIN

“Sensitive skin is often subject to itching, discomfort and irritation. To restore balance it is necessary to cleanse and treat it with products of maximum delicacy that offer relief and immediate wellness while they act to eliminate the inflammation, restoring skin to a state of comfort and relax. **The SOOTHING line uses ultra-delicate cleansing agents: the cleansing phase is carried out with our surfactant-based non-ethoxylated product that purifies gently without irritating the skin. It is joined with refreshing and slightly balsamic extracts, which give immediate relief, and a powerful anti-inflammatory action, Zanthoxylum soothing and anti-irritating, increases the skin's natural defenses.**”



zanthoxylum  
soothing gel



pure biodynamic  
helichrysum



soothing  
hair bath



soothing  
remedy

pH: 6,0 – 7,0	150 ml	pH: -	50 gr	pH: 6,0 – 6,2	240/950 ml	pH: 5,0 – 6,0	50 ml
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Sensitized scalp soothing serum-gel	Pure helichrysum from biodynamic farming	Sensitive scalp soothing bath	No-rinse dermo-soothing treatment for sensitive skin
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- It relieves sensitized skin.
  - It helps to naturally control problems of red-denning and irritation and counters delipidation.
- It performs soothing, repairing, healing and re-epithelizing actions.
  - It gives protection against damage induced by oxidizing agents.
- A bath free from ethoxylated surfactants and sulphates.
  - It soothes even the most sensitive skin, like that of children or those with sensitized scalps.
- It reduces irritations and itching with efficient soothing and anti-reddening action.
  - It gently moisturizes the scalp, restoring skin balance.

- ☞ Add 2 **pure biodynamic helichrysum** spoons in 50 ml of **zanthoxylum soothing gel**, mix and apply. Leave in for about 10 minutes, rinse.
- ☞ Add 2 **pure biodynamic helichrysum** spoons in 50 ml of **zanthoxylum soothing gel**, mix and apply. Leave in for about 10 minutes, rinse.
- ☞ Apply to wet hair, mas-sage in and rinse. Repeat if necessary.

☞ **Free from ethoxylated surfactants and sulfates**
- ☞ Before drying, apply to the sensitised skin areas, then massage.

☞ **Preservative free / nickel tested**

**WITH:**0-KM BIODYNAMIC ACTIVE INGREDIENTS/ BOTANICAL ORGANIC AND BIODYNAMIC ESSENTIAL OILS / ORGANIC EXTRACTS / PHYTO-DERIVED INGREDIENTS / NATURALLY DERIVED CONDITIONERS AND SOFTNERS / RAW MATERIALS FROM FAIR-TRADE MARKETS / VEGAN FRIENDLY INGREDIENTS / NON-ETHOXYLATED SURFACTANTS / **WITHOUT:** SLS/SLES / PARABENS / SYNTHETIC FRAGRANCES / ARTIFICIAL COLORANTS / PEG-PPG-BG / OMG / PETROLATUM / PHTHALATES / EDTA



## ACTIVE INGREDIENTS

### BIODYNAMIC



#### BIODYNAMIC FENNEL ESSENTIAL OIL

Depurative and detoxing, biodynamic Fennel stimulates the elimination of liquids and toxins and counters their accumulation. It also encourages the skin's microcirculation and has a soothing action.

### BIODYNAMIC



#### BIODYNAMIC HELICHRYSUM

Thanks to its soothing action against redness and irritation, Helichrysum is particularly suited for the treatment of delicate, sensitive skin. Moreover, the plant performs a considerable protective action on the skin. In the Soothing line it is available both in the form of extract and in the pure micronized plant form.

### BIODYNAMIC



#### BIODYNAMIC CHAMOMILE HYDROLATE

Chamomile is one of the best-known calming and anti-inflammatory remedies in the field of medicinal plants. Bisabolol, its active ingredient, has powerful anti-reddening properties. In addition, it has been proven that it is effective in the treatment of inflammations of different nature and origin.

### ORGANIC



#### ORGANIC ALOE VERA

Aloe Vera has a proven calming and pain-killing action. Whereas polysaccharides stimulate the activity of fibroblasts and the production of collagen, so as to accelerate the healing of wounds. Finally, it has an antibacterial and antimicrobial action, thus contributing to restoring the skin microflora balance.

### ORGANIC



#### ORGANIC AMARANTH EXTRACT

Amaranth has always been considered a sacred plant. Rich in easily assimilable proteins it contains a considerable amount of fats and is rich in mineral substances, which give the hair body and shine.

### ETHICAL



#### ETHICAL TEAK & MAHOGANY

Teak extract is often used in Ayurvedic medicine to strengthen hair structure and also for its antibacterial properties. Mahogany is a plant often used in traditional African medicine for its prestigious qualities: energizing and invigorating for hair.

### BOTANICAL



#### RICE BRAN OIL

Anti-oxidant action: rich in  $\gamma$ -oryzanol and tocotrienols, has high antioxidant powers, checking free radicals and protecting the skin from UV rays. Skin rebuilding action: promotes rapid growth of skin cells, improving its condition.

### BOTANICAL



#### ZANTHOXYLUM EXTRACT

An ancient plant of Chinese origin, Zanthoxylum performs soothing, anti-irritant actions. This active ingredient offers immediate relief from sensitized and irritated scalps.

### BIOTECHNOLOGICAL



#### ALLONTIN

A vegetal active ingredient found in various types of plants, which has numerous properties. "Cell proliferant": it stimulates cell growth and multiplication. It increases healing times from inflammation, wounds, erythema and sunburn with a dermo-repairing, re-epithelising effect. Moisturizing, carrying and balancing properties.

### BIOTECHNOLOGICAL



#### SODIUM PCA

Sodium PCA is an organic compound with moisturizing properties. In fact, its structure allows it to bind with and hold in water, thanks to the presence of functional hydrophilic groups. This characteristic, together with the conditioning properties of the compound, encourages an increase in hair softness and elasticity.

### BIOTECHNOLOGICAL



#### NON-ETHOXYLATED SURFACTANTS

To treat sensitive reddened and irritated skin, OW chooses a mix of non-ethoxylated surfactants of vegetal origin which produce excellent "skin feeling", soothe the scalp and leave the hair soft, shiny and easy to comb.

### BIOTECHNOLOGICAL



#### DELICATE AND HYDRATING CO-SURFACTANTS

The co-surfactants contained in the soothing hair bath are derived from Nutmeg and Wheat Proteins and cleanse away impurities without depriving the skin of the lipid layer it needs to function correctly. They gently purify even the most sensitive scalps and leave hair soft, shiny and easy to comb.



# hair-loss

## MICROSTIMULATING AND HAIR GROWTH COADJUVANT FOR THINNING HAIR

“Hair loss is often the outcome of a great number of factors. To efficiently act against this delicate problem a thorough diagnosis is fundamental (with the help of the **tricho-analyzer** and application chart) which will focalize the unique hair-loss treatment or a methodical integrated synergy will be decided with specific anti-sebum, lipid restoration and anti-dandruff normalizing phases. **The HAIR LOSS treatment acts on two fronts: increasing hair matter and reappraisal of hair, improving its anchor point between the hair and the follicle while prolonging the hair’s lifespan (Anagen Phase).**”



micro-stimulating hair bath

pH: 3,2 – 4,2	240/950 ml
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Revitalizing bath for scalp and hair prone to falling out

- It delicately cleanses, countering hair loss, eliminating toxins from the scalp.
- It aids physiological hair growth.
- It reactivates microcirculation and nourishes the hair bulb.

🛠️ Apply to wet hair, massage in and rinse. Repeat if necessary.



densifying remedy

pH: –	10 x 5 ml / 100 ml
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Reinforcing and densifying treatment for scalp and hair prone to falling out

- It strengthens the cohesion and stability of the hair shaft and bulb.
- It stimulates the dermal papillae to induce the growth of new hair; it favours the oxygenation of the scalp.

🛠️ After cleansing, apply the product to the scalp. Leave in for a few minutes massaging. Dry. Shake before use.  
🛠️ Preservative free / nickel tested



vivifying remedy sensitive scalp

pH: 5,0 – 6,0	10 x 5 ml / 100 ml
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Revitalising treatment for sensitive scalp with hair prone to falling out

- It carries out an energising action on the piliferous bulb and increases hair strength and resistance.
- It favours microcirculation in the scalp and it lightly moisturizes the skin, improving the comfort of the most sensitive types of skin.

🛠️ After cleansing, apply the product to the scalp. Leave in for a few minutes massaging. Dry. Shake before use.  
🛠️ Alcohol free / preservative free / nickel tested

**WITH:** 0-KM BIODYNAMIC ACTIVE INGREDIENTS / BOTANICAL ORGANIC AND BIODYNAMIC ESSENTIAL OILS / ORGANIC EXTRACTS / PHYTO-DERIVED INGREDIENTS / NATURALLY DERIVED CONDITIONERS AND SOFTNERS / RAW MATERIALS FROM FAIR-TRADE MARKETS / VEGAN FRIENDLY INGREDIENTS/  
**WITHOUT:** SLS/SLES / PARABENS / SYNTHETIC FRAGRANCES / ARTIFICIAL COLORANTS / PEG-PPG-BG / OMG / PETROLATUM / PHTHALATES / EDTA

ACTIVE INGREDIENTS

BIODYNAMIC



BIODYNAMIC MINT ESSENTIAL OIL AND MENTHOL EXTRACT

They perform a reactivating and refreshing action on the microcirculation, providing the scalp with immediate relief and a sensation of well-being. They perform astringent and purifying actions on the scalp. They bestow an immediate sensation of freshness and relief and boasts significant anti-itching properties.

BOTANICAL



CEDAR ESSENTIAL OIL

Performs an anti-oxidant action on the hair roots while stimulating regrowth through favoring peripheral micro blood circulation, consequently the scalp tissue is better oxygenated and perfused promoting hair nourishment through its roots.

BIOTECHNOLOGICAL



HAIRSPA COMPLEX™

The synergy of Lactitol and Xylitol favours the immediate moisturizing of the sensitised scalp, giving comfort and relief with a long-lasting action. It restores the scalp ecosystem, favouring the growth of healthy microflora. It moisturizes the scalp in an immediate and longlasting manner, regulates the desquamation process and strengthens the skin barrier.

ORGANIC



ORGANIC HORSE-CHESTNUT EXTRACT

Amongst the most effective remedies for re-activating microcirculation, organic Horse Chestnut extract which stimulates the follicle area. Thanks to the saponine and esculin it contains, it regulates hair permeability and resilience, improving blood vessel microcirculation and stimulating the reactivation and strengthening of the hair bulb.

BOTANICAL



GREEN COFFEE

Rich in substances with a powerful biochemical action such as polyphenols, tannins and caffeine, it has a stimulating effect on the cellular metabolism. It has an efficient antioxidant and protective action. Among natural substances, it is one of the most powerful inhibitors of 5-α reductase, the sebum production process which often gives rise to bulb obstruction and hair thinning.

BIOTECHNOLOGICAL



VEGETAL STEM CELLS FROM BUDDLEJA DAVIDII

The vegetal stem cells from Buddleja davidii help hair follicle cells reproduce improving their capacity for self-renewal: thus protecting all the cells in our body from oxidative damage cells maintain their functionality, slowing down the process of cellular ageing.

ETHICAL



ETHICAL TEAK & MAHOGANY

Teak extract is often used in Ayurvedic medicine to strengthen hair structure and also for its antibacterial properties. Mahogany is a plant often used in traditional African medicine for its prestigious qualities: energizing and invigorating for hair.

BOTANICAL



DENSIPLANT

A complex derived from legumes, Densiplant stimulates the dermal papillae for the production of new hair, acting on the molecules responsible for its birth. By directly acting on the dermal papillae, these factors contribute to the formation of a vascularization network near the follicle, facilitating the supply of oxygen and other nutrients to the scalp.

BIOTECHNOLOGICAL



SURFACTANTS DERIVED FROM COCONUT ENHANCED WITH ZINC SALT

Acts as a sebum regulator. Favours correct oxygenation of hair; carries out a delicate deodorant action; stimulates the cellular metabolism and renewal of the scalp skin; stimulates the correct development of hair.

FOCUS ON

Dynagen

- An active ingredient derived from yeast, Dynagen adds strength and nourishment to the hair.
- Dynagen acts on markers, in other words the proteins and molecules responsible for healthy, strong hair.
- This action takes place in the anagen phase, the active moment of hair growth, in which the growing hair fiber penetrates the inner root.
- Through the dynamization of proteins, Dynagen stimulates the formation of new levels of keratin and collagen in the hair.

**Result: a stronger, more resilient fiber and a bright, healthy appearance, hair is stronger and more resilient to ageing.**

<sup>1</sup>In-vitro tests conducted with skin analysis. Dynagen was applied at 1% once a day for 48 hours. Analysis of the images carried out using digital photography software.

COLLAGEN IV			COLLAGENE IV: + 147% <sup>1</sup> ▲ INCREASE IN PROTECTION, NOURISHMENT AND SOFTNESS, IT STRENGTHENS HAIR FOLLICLE COHESION AND INTEGRITY.
KERATIN-17			KERATIN17: +42% <sup>1</sup> KERATIN14 : +51% <sup>1</sup>  ▲ STRENGTHENS THE BASE OF THE HAIR ▲ CONFERS NOURISHMENT AND LEAVES THE HAIR HEALTHY AND SHINY
KERATIN-14			
CONTROL		DYNAGEN (1%)	

SCALP AND HAIR OILY AND DRY DANDRUFF TREATMENT

purifying

PURIFYING AND REGULATING METHOD FOR SCALPS WITH OILY OR DRY DANDRUFF SCALING

“Dandruff is an unsightly state which must be fought in a targeted manner. The PURIFYING line combines the purifying power of biodynamic Thyme with the delicate mechanical exfoliation of Rice Wax Micro-granules and completes the treatment with two different ways: in case of oily dandruff combines the astringent and anti-bacterial action of the Puricomplex with the sebum-regulating action of the Phycosaccaride ACG. In case of dry dandruff exploits the soothing properties of the organic Willow and the anti-sebum and moisturizing action of the biotechnologic compound Almeth. ”



purifying  
rice wax

pH: 4,0 – 5,0	150 ml
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Anti-desquamation  
peeling  
treatment

- It exfoliates and regenerates skin subject to scaling.
- It eliminates oily or dry dandruff build-up, reactivating the scalp’s microcirculation.

☞ Add 3 **pure biodynamic thyme** spoons in 50 ml of **purifying rice wax**, mix and apply. Leave in for about 10 minutes, rinse.



pure  
biodynamic thyme

pH: -	80 gr
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Pure thyme  
from biodynamic  
farming

- It relieves itching and burning typical of skin with dandruff.
- It promotes a refreshing, anti-irritant and antimicrobial action.

☞ Add 3 **pure biodynamic thyme** spoons in 50 ml of **purifying rice wax**, mix and apply. Leave in for about 10 minutes, rinse.



purifying hair bath –  
oily scalps

pH: 3,5 – 4,5	240 / 950 ml
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Purifying bath for  
scalp and hair with  
oily dandruff

- It purifies scalp and hair with an antibacterial and antiseptic action.
- It counters oily dandruff, preventing its reappearance.

☞ Apply to wet hair, massage in and rinse. Repeat if necessary.

**WITH:** 0-KM BIODYNAMIC ACTIVE INGREDIENTS / BOTANICAL ORGANIC AND BIODYNAMIC ESSENTIAL OILS / ORGANIC EXTRACTS / PHYTO-DERIVED INGREDIENTS / NATURALLY DERIVED CONDITIONERS AND SOFTENERS / RAW MATERIALS FROM FAIR-TRADE MARKETS / VEGAN FRIENDLY INGREDIENTS /  
**WITHOUT:** SLS/SLES / PARABENS / SYNTHETIC FRAGRANCES / ARTIFICIAL COLORANTS / PEG-PPG-BG / OMG / PETROLATUM / PHTHALATES / EDTA / GLUTEN





## purifying hair bath – dry scalps

pH: 3,5 – 4,5	240 / 950 ml
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**Purifying and soothing bath for scalp and hair with dry dandruff**

- It favours scalp rebalancing and the elimination of dry dandruff.
- Delicate cleansing action, it lightly moisturizes the skin.

🧴 Apply to wet hair, massage in and rinse. Repeat if necessary.



## dandruff remedy – oily scalps

pH: –	50 ml
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**Purifying treatment for scalp with oily dandruff**

- It facilitates the elimination of oily dandruff.
- It forms a shield against attack from harmful bacteria.
- Anti-septic, anti-itching and soothing action.

🧴 After cleansing apply the product directly to the scalp. Leave in for a few minutes. Dry. Shake before use.

🧴 Preservative free / nickel tested



## dandruff remedy – dry scalps

pH: –	50 ml
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**Purifying and moisturizing treatment for scalp with dry dandruff**

- It facilitates the elimination of dry dandruff, reducing irritation.
- It favours the deep-down cleansing of the scalp.
- It lightly moisturizes the skin.

🧴 After cleansing apply the product directly to the scalp. Leave in for a few minutes. Dry. Shake before use.

🧴 Preservative free / nickel tested

## FOCUS ON

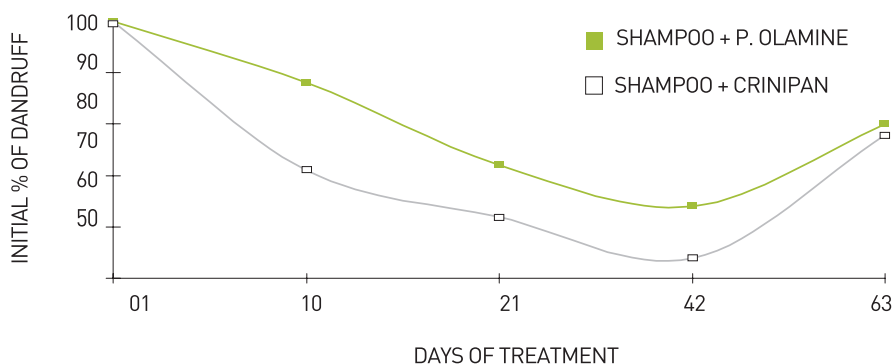
### crinipan

**CRINIPAN IS A BIOTECHNOLOGICAL ACTIVE INGREDIENT, WHICH ACTIVELY COUNTERS MALASSETIA FURFUR, THE BACTERIA WHICH CAUSES DANDRUFF.**

**CLINICAL TESTS HAVE SHOWN THAT:**

■ **IN 6 WEEKS A REDUCTION IN VISIBLE DANDRUFF OF OVER 48%**<sup>1</sup>

■ **IT'S MORE EFFECTIVE THAN PIROCTONE OLAMINE IN COUNTERING DANDRUFF**<sup>2</sup>



1. Visual assessment carried out by 3 experts and analysis of photos taken with a microcamera.

2. Assessment of the dandruff by an expert made using a 6-point score: 1) Very high/ 2) High/ 3) Quite high/ 4) Moderate/ 5) Low/ 6) No dandruff. Doses of Crinipan and Piroctone Olamine used in testing: 0,7%.

## ACTIVE INGREDIENTS

### BIODYNAMIC



#### BIODYNAMIC ROSEMARY ESSENTIAL OIL

Possess refreshing, purifying and antimicrobial properties which result as precious in the treatment of skin imbalances. It also details stimulating virtues: promotes micro-blood circulation of the scalp, which is beneficial to hair growth and their state of health.

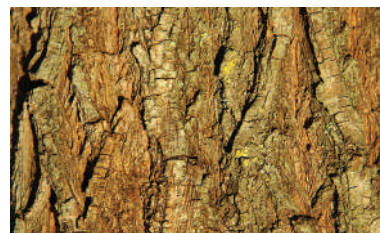
### BIODYNAMIC



#### BIODYNAMIC THYME (PURE MICRONIZED PLANT) AND ORGANIC THYME EXTRACT

Thyme is a natural invigorator of micro-blood circulation and has antimicrobial, sebum-regulating and antiseptic properties which make it ideal for the treatment of scalps prone to oily or dry dandruff.

### ORGANIC



#### ORGANIC WILLOW

It contains a phytocomplex that is particularly rich in flavonoids and salicylic glucosides (precursors of the salicylic acid, which contain sugar molecules). Willow extracts have antibacterial, anti-inflammatory and toning properties on the scalp.

### ETHICAL



#### ETHICAL TEAK & MAHOGANY

Teak extract is often used in Ayurvedic medicine to strengthen hair structure and also for its antibacterial properties. Mahogany is a plant often used in traditional African medicine for its prestigious qualities: energizing and invigorating for hair.

### BOTANICAL



#### MENTHOL EXTRACT

Menthol, extracted from Mint essential oil, performs astringent and purifying actions on the scalp. It bestows an immediate sensation of freshness and relief and boasts significant anti-itching properties.

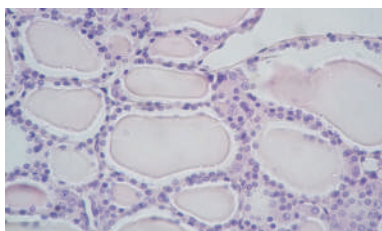
### BOTANICAL



#### RICE WAX MICRO-GRANULES

Rice wax micro-granules perform a natural, delicate and effective scrub in order to remove oily or dry dandruff. They encourage delicate scale detachment, purifying the scalp. They stimulate microcirculation of the scalp.

### BIOTECHNOLOGICAL



#### HYDROSOLANUM

Hydrosolanum is a peptide chain of hydrolysed vegetable proteins and amino acids. It provides a delicate moisturizing action to the desquamated scalp, giving elasticity and comfort to it. Hydrosolanum increases moisturizing, and, therefore, the scalp elasticity.

### BIOTECHNOLOGICAL



#### PHYCOSACCHARIDE ACG

Is a blend based on an oligosaccharide obtained from the Laminaria Digitata alga combined with Zinc. It inhibits the 5-alpha-reductase and soothes skin irritations promoting healing of wounds.

### BIOTECHNOLOGICAL



#### BIOLIN

Biolin is a natural sugar prebiotic which counters attacks from pathogenic bacteria and fungi, which cause irritation and dandruff, without eliminating, or rather stimulating and strengthening the "good" bacteria, which is essential for healthy skin.

### BIOTECHNOLOGICAL



#### CRINIPAN

Antifungal active ingredient that actively fights *Malassezia furfur*, activating the lysis of the cell membrane of this fungus, which is the main responsible for the formation of dandruff.

### BIOTECHNOLOGICAL



#### ALMETH

Compound made of Allantoin and an ingredient derived from Methionine that combines the moisturizing and anti-irritant action of the first one with the anti-dandruff and anti-sebum power of Methionine.

### BIOTECHNOLOGICAL



#### PURICOMPLEX

A phytocomplex made up of organic Nettle and Burdock, two plants with an extremely high astringent, purifying and anti-oil power, for the delicate and effective cleaning of seborrheic skin.

— WEAK AND DAMAGED HAIR TREATMENT

# rebuilding

## CUSTOMIZED PROGRAM TO RESTORE MATTER TO WEAK AND DAMAGED HAIR

“Continual external, chemical and environmental aggressions can cause structural damage to hair fiber. Damaged hair has impoverished fiber, porous and rough structure and lack bounce. **REBUILDING is the deep regenerative treatment, which gives substance and matter to damaged hair. A complete customized program, which supplies hair fiber its essential components: biomimetic vegetable proteins, which repair structural damage by reconstructing the molecular structure of keratin; lipids, which create a protective layer around the cuticle and trace elements and minerals that supply strength, softness and resistance.**”



rebuilding serum

pH: 5,0 – 6,0	500 ml
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### Protein fluid base for hair reconstruction

- Repairs the keratin chains inside the hair fiber.
- Supplies protein to cuticle and cortex.
- Healthier stronger hair.



hyalominerals

pH: 5,0 – 6,0	30 ml
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### Repairing and moisturizing concentrates

- The concentrate of 5 Mineral Salts (iron, magnesium, zinc, copper and silicon) obtained from yeast remineralises and reinforces the hair structure.
- Hyaluronic Acid helps hair capture and preserve water.
- Hair becomes softer and better moisturized.

🚫 Preservative free / nickel tested



ceramides F

pH: –	30 ml
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### Repairing, protecting and shining concentrates

- With Vitamin F Forte and Ceramides.
- It restores the hair lipid components.
- It creates a protective layer around the cuticle to protect it against external chemical, mechanical and climatic aggressions.
- Increase in the structure, elasticity and resistance.

🚫 Preservative free / nickel tested

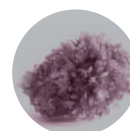
🚫 Mix **rebuilding serum** with the concentrates of **hyalominerals** and/or **ceramides F** depending on the personalised diagnosis. Apply on dry hair. Leave in place for 10 minutes. Rinse.

**WITH:** 0-KM BIODYNAMIC ACTIVE INGREDIENTS / BOTANICAL ORGANIC AND BIODYNAMIC ESSENTIAL OILS / ORGANIC EXTRACTS / PHYTO-DERIVED INGREDIENTS / NATURALLY DERIVED CONDITIONERS AND SOFTENERS / RAW MATERIALS FROM FAIR-TRADE MARKETS / VEGAN FRIENDLY INGREDIENTS/  
**WITHOUT:** SLS/SLES / PARABENS / SYNTHETIC FRAGRANCES / ARTIFICIAL COLORANTS / PEG-PPG-BG / OMG / PETROLATUM / PHTHALATES / EDTA

## FOCUS ON

### REVOLUTIONARY MULTIFUNCTION (HAIR + SKIN)

- ⊕ The **hyalominerals** concentrate gives deep moisturizing, radiance and remineralisation also to the skin of the face and/or the hands. Apply to your client's hands at the salon.
- ⊕ The **ceramides F** concentrate can also be used on the skin of the face and/or the hands for extra nourishment, softness and protection. Ideal for very dry skins and skins that are dry for lack of fats.







## rebuilding hair bath

pH: 4,0 – 5,0	240/950 ml
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### Rebuilding bath for damaged hair

- It gently cleanses respecting the hydro-lipid coating of the scalp.
- Gives structure to treated and damaged hair.

☞ Apply to wet hair, massage in and rinse. Repeat if necessary.



## rebuilding hair mask

pH: 3,0 – 4,0	150/500 ml
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### Plumping mask for damaged hair

- It restores protein material to the hair, nourishing, repairing and sealing the cuticle.
- Soft, moisturized hair.

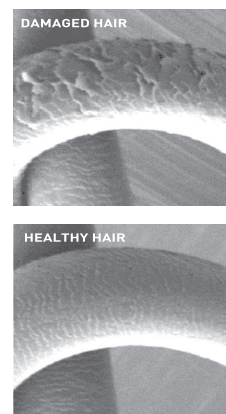
☞ Spray on the hair before styling. Do not rinse. Shake before use.

## FOCUS ON









### PHYTOKERATIN™

⊕ A complex of 18 biomimetic amino acids with low molecular weight, which exactly reproduce the hair keratin structure, and “Intracellular cement” for the cuticle and cortex: they refill and recompact keratin chains, creating a continuous, cohesive structure.

⊕ The hair is kept more moisturized; all the hair acquires body and shine.



## HAIR FIBRE REPAIR CYCLE

HAIR CONDITION	OBJECTIVE	SHORT HAIR	MEDIUM-LONG HAIR	NUMBER OF SESSIONS	COSMETIC RESULT
DRY, DAMAGED AND DULL HAIR WITH LITTLE ELASTICITY	TO GIVE MOISTURIZING AND REMINERALISATION	30 ML REBUILDING SERUM + 2-3 DROPPER APPLICATORS HYALOMINERALS 	60 ML REBUILDING SERUM + 5-6 DROPPER APPLICATORS HYALOMINERALS 	3-4	SOFTNESS MOISTURIZING ELASTICITY SHINE
HAIR WITH SPLIT ENDS, PARTICULARLY DAMAGED BY CHEMICAL TREATMENTS	TO INCREASE THE HAIR RESISTANCE TO RECOMPACT SPLIT ENDS	30 ML REBUILDING SERUM + 1-2 DROPPER APPLICATORS CERAMIDES F + 1-2 DROPPER APPLICATORS HYALOMINERALS 	60 ML REBUILDING SERUM + 2-3 DROPPER APPLICATORS CERAMIDES F + 2-3 DROPPER APPLICATORS HYALOMINERALS 	5-6	COMPOSITION RESISTANCE SOFTNESS ELASTICITY SHEEN
CURLY HAIR PRONE TO BECOME FRIZZY	TO GIVE MOISTURIZING, GIVEN THAT DUE TO THEIR NATURE CURLY HAIR HAS ALWAYS REQUIRED THE CONTRIBUTION OF WATER	30 ML REBUILDING SERUM + 4-5 DROPPER APPLICATORS HYALOMINERALS 	60 ML REBUILDING SERUM + 7-8 DROPPER APPLICATORS HYALOMINERALS 	4-5	SOFTNESS MOISTURIZING ELASTICITY SHINE
FINE, BODILESS HAIR THAT EASILY BECOMES DULL	TO GIVE COMPOSITION, RESISTANCE AND STRENGTH TO THE HAIR	30 ML REBUILDING SERUM + 2-3 DROPPER APPLICATORS CERAMIDES F 	60 ML REBUILDING SERUM + 5-6 DROPPER APPLICATORS CERAMIDES F 	5-6	COMPOSITION RESISTANCE SHEEN BODY

## ACTIVE INGREDIENTS

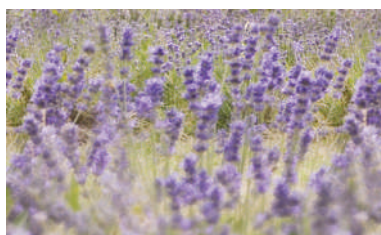
### BIODYNAMIC



#### BIODYNAMIC IRIS EXTRACT

A flower rich in phytoestrogens with toning, reinvigorating properties for lifeless, dull hair. The presence of rhizomes favour cell renewal and regeneration.

### BIODYNAMIC



#### BIODYNAMIC LAVENDER ESSENTIAL OIL

Regenerating and rebalancing for the scalp, hair and body in general. Performs refreshing, toning and soothing actions on scalp and hair. Its aromatherapeutic fragrance induces relaxation and tranquillity.

### ORGANIC



#### ORGANIC BASIL EXTRACT AND BASIL ESSENTIAL OIL

It gives nutrition, moisture and radiance to hair fibres. It carries out a toning and strengthening action on weak hair. The extract of basil is restorative, refreshing and promotes physical and mental relaxation.

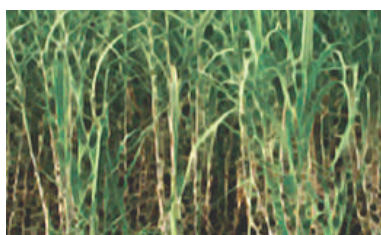
### ETHICAL



#### ETHICAL TEAK & MAHOGANY

Teak extract is often used in Ayurvedic medicine to strengthen hair structure and also for its antibacterial properties. Mahogany is a plant often used in traditional African medicine for its prestigious qualities: energizing and invigorating for hair.

### BOTANICAL



#### SUGAR CANE OLIGOSACCHARIDES

Made up of sugars with a specific molecular weight, which enable moisture and nourishment to penetrate where the hair most needs it. Thanks to their unique quaternary structure, Oligosaccharides create bonds with the molecules found in the hair, and are resistant to cleansing products like shampoo, shower gel and soap.

### BOTANICAL



#### AMAZONIAN BLEND

An exclusive complex of Amazonian butters and oils (Babassu Oil and Murumuru Butter) in order to staggeringly increase the hair's shine. A progressive action, which improves as the treatments go on.

### BOTANICAL



#### WHEAT PROTEINS

Wheat proteins and oligosaccharides act as hydro-regulators, keeping the amount of water in the hair constant even in conditions of high external humidity. They improve elasticity and the hair's mechanical resistance.

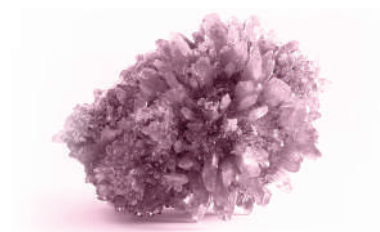
### BIOTECHNOLOGICAL



#### PRODEW 500®

A blend of amino acids that supply hydration, strength and structure, which result in hair that is resistant and less vulnerable to aggression. More beautiful shiny and luminous hair.

### BIOTECHNOLOGICAL



#### TRACE MINERALS

Trace minerals (Iron, Magnesium, Zinc, Copper and Silicon) restore the correct activity of the germinal cells of the hair matrix, and strengthen and reinvigorate the hair. They also help the 18 rebuilding serum amino acids penetrate the hair.

### BIOTECHNOLOGICAL



#### VITAMIN F FORTE

Vitamin F Forte consists in essential fatty acids derived from Safflower Oil. It is essential for the integrity of the lipid part of the hair. It also contains Tocopherol, a lipid antioxidant that helps preserving the extracellular matrix.

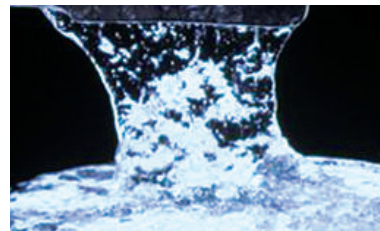
### BIOTECHNOLOGICAL



#### CERAMIDES

Ceramides are lipids that fill the empty spaces in the external cuticle of hair. Thanks to the regeneration of the lipid barrier, loss of water decreases, and hair becomes more moisturized.

### BIOTECHNOLOGICAL



#### HYALURONIC ACID

The molecules, formulated with low pH, create a positive charge on the surface of the hair that eliminates the electrostatic charge, closes the cuticles and leaves hair silky and velvety.

# styling & finish

## INFINITE STYLING EXPRESSIONS, NOURISHED AND PROTECTED HAIR

“Styling, definition and finishing products on the market today, contain the highest concentration of chemical substances: petrolatum, parabens, PEG, PPG & BG, synthetic fragrances, dyes, etc. The OW line has, for the first time, replaced these ingredients with waxes and resins of vegetable origin, biodynamic organic extracts, pure essential oils and natural emollients. The result? **Nutritious, hydro-regulating, ultra-high performance formulations, which give rise to protected hair and endless, long-lasting styling possibilities.**”

**WITH:** 0-KM BIODYNAMIC ACTIVE INGREDIENTS / BOTANICAL ORGANIC AND BIODYNAMIC ESSENTIAL OILS / ORGANIC EXTRACTS / PHYTO-DERIVED INGREDIENTS / NATURALLY DERIVED CONDITIONERS AND SOFTENERS / RAW MATERIALS FROM FAIR-TRADE MARKETS / VEGAN FRIENDLY INGREDIENTS /  
**WITHOUT:** SLS/SLES / PARABENS / SYNTHETIC FRAGRANCES / ARTIFICIAL COLORANTS / PEG-PPG-BG / OMG / PETROLATUM / PHTHALATES / EDTA



bio-rich water

pH: 5,0 - 6,0	240/950 ml
HOLD 0.0	
SHINE 0.0	

Sealing  
anti-pollution  
lotion

- Used before cut and style, it maintains hair hydrated and bouncy.
- Seals scales giving brilliance.
- Protects from external pollution.

☞ Vaporize on hair before cutting and/or styling.



sculpting mist

pH: -	240/950 ml
HOLD 6.0	
SHINE 4.0	

Ecological fixing spray  
with extra-strong  
hold and flexibility

- Structures without weighing down hair. Does not leave residue.
- Fixes with bounce and without stiffness.
- Maximum control, natural effect.

☞ Vaporize over the entire head or strand by strand.



sea salt spray

pH: 4,5 - 5,5	240 ml
HOLD 2.0	
SHINE 0.0	

Texturizer  
“beach effect” with  
Balinese sea-salt

- Separates strands with medium hold and mat effect. Reproduces the ruffled “beach effect” look.
- Hydrates and mineralizes without weighing hair down.

☞ Spray on damp or dry hair.



flux potion

pH: 6,0 - 7,0	240 ml
HOLD 3.0	
SHINE 3.0	

Modeling potion  
with soft and  
invisible hold

- Polishes hair fiber reducing hair breakage during drying, facilitates brush styling.
- Defines and increases volume of curly hair.

☞ Apply on damp or dry hair.





### glossy nectar

pH: -	50/160 ml
HOLD 0.0	
SHINE 4.0	

#### Multi-active rebuilding elixir

- Penetrates inside the cuticle to polish, nourish and rebuild even highly damaged hair.
- Tames rebellious locks. Ideal also with thin hair.

☞ Apply on damp or dry hair to obtain brightness.



### thermal stress protector

pH: -	240 ml
HOLD 4.0	
SHINE 4.0	

#### Hold and heat protection spray 3in1

- Protects from flat irons and hairdryer heat.
- Prolongs styling and preserves hair's health.
- Medium hold and extra-shiny finish.

☞ Spray on damp or dry hair before styling or flat iron use.



### glamshine cloud

pH: -	100 ml
HOLD 0.0	
SHINE 6.0	

#### Glamorous gloss ultra-shine

- A cloud of lightness for immediate shine.
- Its delicate perfume creates an enveloping sense of pleasure.

☞ Vaporize at 30 cm distance from hair.



### nurturing drops

pH:-	50 ml
HOLD 0.0	
SHINE 5.0	

#### End-sealing concentrate

- Ultra-concentrated drops that nourish and seal dry and damaged ends.
- Protects from heat and external agents giving bounce and softness.

☞ Apply on damp or dry hair for a quick sealing effect.



### precious wax

pH: -	50/100 ml
HOLD 0.0	
SHINE 3.0	

#### Defining nourishing wax

- Add texture and complete strand separation. Nourishes hair in a natural way.
- Ideal to reduce volume. Extreme shine and flexible definition.

☞ Apply to hair working from strand to strand.



### shabby mud

pH: -	50/100 ml
HOLD 2.0	
SHINE 0.0	

#### Soft hold clay

- Clay wax, opaque effect with soft hold.
- Creates a "frayed" and a "fake shabby" effect.
- Highlights scaled strands. Reduces volume and defines forms.

☞ Apply to hair and model with your fingers according to the desired effect.



### shaping putty

pH: 5,0 - 6,0	50/100 ml
HOLD 5.0	
SHINE 2.0	

#### Stringing fiber, amplifier of form and volume

- Models, separates and sculpts forms. Ideal for curly hair.
- Work with hands, becomes a stringy fiber, like a cobweb.

☞ Apply to hair and model with your fingers according to the desired effect.



### boho pomade

pH: 6,0 - 7,0	50/100 ml
HOLD 4.0	
SHINE 2.0	

#### Soft look modeling paste

- For dynamic looks, frayed and separated but natural.
- Defines curly or wavy hair.
- Softens thick frizzy hair.

☞ Apply to hair working from strand to strand according to the desired effect.



quick glue

pH: 4,5 - 5,5	100 ml	HOLD 6.0	SHINE 1.0
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### Extra-strong quick-setting glue

- Ideal for extreme sculpting effects.
- Shapes every strand with decisive but flexible effects.
- For long-lasting creative styling.

☞ Apply a small quantity of product on dry hair, model strand by strand.



frozen glaze

pH: 6,9 - 7,4	150 ml	HOLD 5.0	SHINE 5.0
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### Transparent ice effect glaze

- Sculpts and structures for extreme long-lasting looks.
- Ideal for an "ice effect" look and, on wet hair, to emphasize the "wet hair" effect.

☞ Distribute on humid or dry hair with hands or comb.

## ACTIVE INGREDIENTS

### BIODYNAMIC



**BIODYNAMIC WHITE HOREHOUND EXTRACT**  
Original Mediterranean vegetation plant, which possesses astringent, invigorating and refreshing virtues. The white Horehound helps to reinforce skin and hair structure, increasing the natural defenses from UV rays.

### BIODYNAMIC



**BIODYNAMIC LEMON BALM HYDROLATE**  
Lemon balm has an invigorating action and has a purifying and balancing effect on greasy hair. In **bio-rich water** its action is enhanced by the Camellia extract, which is rich in Vitamin E and other antioxidants. It nourishes the hair structure making it stronger and shiny.

### ORGANIC



**ORGANIC BLACK QUINOA EXTRACT**  
Also known as "vegetable caviar" Black Quinoa was voted "food symbol 2013" by the FAO and the UN for its remarkable properties. Its amino acids protect hair structure from damage while its proteins shield and reinforce.

### ETHICAL



**ETHICAL MARULA OIL**  
Extracted from a South American plant, Marula oil has a softening and shining effect on hair. Rich in proteins and minerals it also acts as a strengthener. It has hydrating and restorative properties. Buying this extract we support the economy of the villages of South Africa.

### BOTANICAL



**AMLA EXTRACT**  
Ayurvedic plant also known as "gooseberry" is rich in vitamin C and polyphenols. It performs a strengthening action on the hair, stimulates growth and prevents hair loss. Nourishes and invigorates, giving a thick head of healthy hair.

### BOTANICAL



**CARNAUBA WAX**  
Carnauba wax is a high-quality vegetable wax whose prestige has made it known as the "queen of waxes". Extracted from a palm tree (the Copernicia prunifera) native of the north-eastern regions of Brazil it leaves hair soft and shiny.

### BOTANICAL



**WAX DERIVED FROM OLIVES AND BEESWAX**  
Olive wax has a strong penetrating power and is therefore able to supply hair with nutritious elements of which it is rich, such as proteins, minerals and vitamins. The beeswax has highly nutritive properties on dehydrated and dull hair. Both extracts are softeners, antioxidants and protective.

### BOTANICAL



**KARITÉ BUTTER**  
A really unique natural substance: Karité butter is known for its softening, nutritive and hydrating properties. It has a protective and film-forming effect and, with the Vitamin C it contains, is active against free radicals.

### BOTANICAL



**WHEAT PROTEINS**  
Wheat proteins and oligosaccharides act as hydro-regulators, keeping the amount of water in the hair constant even in conditions of high external humidity. They improve elasticity and the hair's mechanical resistance.

# ORGANIC WAY, TRAVEL SIZE AND ECO-REFILLS



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## Customized travel refills

**DEDICATED TO THOSE WHO TRAVEL OFTEN OR SPEND A LOT OF TIME AWAY FROM HOME:** THE OW TRAVEL REFILL. SMALL BOTTLES IN 100 ML FORMAT, IDEAL FOR TRAVEL, THE GYM, THE POOL. **PRACTICAL BOTTLES YOU CAN FILL WITH YOUR FAVORITE OW PRODUCTS, TO USE WITH THE PRACTICAL TWIST-OPEN CAP OR TO USE WITH THE DISPENSER FOR FLUID OR SERUM FORMATS. CUSTOMIZABLE WITH A LABEL THAT EXPLAINS THE CONTENTS AND REUSABLE INFINITE TIMES, FOR PERFECTION IN EVERY OCCASION.** THE SIZES COMPLY WITH THE LIMITS ESTABLISHED FOR TRANSPORT IN CARRY-ON LUGGAGE.

## Eco-Refills

NOT JUST TRAVEL REFILLS BUT ECO-SIZE 950 ML SCULPTING MIST. A FORMAT STUDIED TO REFILL THE 240 ML FORMAT USED IN SALONS, TO OFFER ONE'S CONTRIBUTION TO THE PLANET: **THANKS TO THIS MAXI FORMAT, LESS PACKAGING IS USED AND CONSEQUENTLY ENERGY IS SAVED CAUSING LESS CO<sub>2</sub> EMISSION.**



## — NO STRESS COLOR SYSTEM

# Hcolor

## THE FIRST NOURISHING AMMONIA-FREE COLORING SYSTEM WITH BIODYNAMIC AND ORGANIC OILS, ACTIVATED WITH A FLUID DEVELOPER BASED ON ILLIPÈ BUTTER

“Hcolor revolutionizes salon color treatments. The Illipè butter infusion protects and reintegrates the hair stem, leaving hair soft, shiny and hydrated. **The organic Perilla and ethical Date oils protect even the most sensitive of scalps and give shine, the biodynamic Hibiscus unfolds an intense antioxidant action and the Cotton Proteins increase the resistance to stress and hair fiber traction. The color treatment becomes a moment for a perfumed and pleasant relaxing pause, which is good for hair fiber while transforming your look. A choice of over 90 different intense and brilliant nuances of color.**”



**Hcolor**

100 ml

### Nourishing ammonia-free permanent coloring treatment

- Perfect coverage of grey hair. Up to 4 shades lighter. Respects the hair fiber and the hair's physiological pH, maintaining its structure.
- The absence of ammonia eliminates ammonia fumes.

🔪 Blend **Hcolor** with **Hcatalyst** or **Htone** following the indications found on the application chart.



**Hplus**

50 ml

### Ammonia free booster & corrector

- Amplifies and highlights reflexes.
- Correct unwanted highlights.
- Creates ultra-decisive fashion effects with extreme and resplendent reflexes.
- Creates perfect technical results.

🔪 Grey hair at roots: add up to 2-3%\*. To enhance highlights: add up to 6% - 10%\*. For ultra-bold colors: add up to 20% - 50% of the mix\*.



**Hbleach**

500 ml

### No-stress ammonia free bleaching butter cream

- Lightens up to 5-6 tones.
- No ammonia fumes, no fragrances, no messy powders.
- Protects and cares for the hair fibre and scalp and leaves the hair soft and full of bounce.
- Lightens the hair with no streaks.

🔪 Mix with **Htone** or **Hcatalyst** following the indications found on the application chart.

\*THE QUANTITY IS TO BE CONSIDERED WITHOUT DEVELOPER IN ALL THREE CASES. FOR FLASH COLOUR EFFECTS ON BLEACHED HAIR USE ONLY HPLUS + HTONE 9 VOL. 1:1,5.

**WITH:** 0-KM BIODYNAMIC ACTIVE INGREDIENTS / BOTANICAL ORGANIC AND BIODYNAMIC ESSENTIAL OILS / ORGANIC EXTRACTS / PHYTO-DERIVED INGREDIENTS / NATURALLY DERIVED CONDITIONERS AND SOFTENERS / RAW MATERIALS FROM FAIR-TRADE MARKETS / **WITHOUT:** AMMONIA / PARABENS / OMC



**Hcatalyst (20 / 30 / 40 vol.)**

900 ml

### Nourishing liquid butter developer for ammonia-free colouring and bleaching

- It performs a delicate and light action on the shaft and the cuticle, gives hydration and bounce to hair fiber.
- Guarantees the perfect development of all the micro-pigments giving intense and hyper-brilliant shades.

☞ Mix **Hcolor** with **Hcatalyst** diluted to a ratio of 1:1.5. You can dilute to a ratio of 1:1 in the event of particularly refractory grey hair (30-50%).



**Htone (9 vol.)**

900 ml

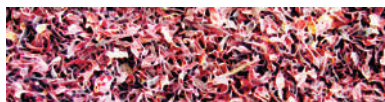
### Nourishing liquid butter developer for ammonia free tone on tone coloring, highlights and contrasts

- It transforms **Hcolor** into a *glossy color* treatment.
- It provides ultra-bright color baths and color shade treatments.
- It creates light and color effects for highlights and contrasts.

☞ Mix **Hcolor** with **Htone** diluted to a ratio of 1:1.5 also when in the presence of grey hair.

## ACTIVE INGREDIENTS

### BIODYNAMIC



#### BIODYNAMIC HIBISCUS EXTRACT

Rich in anthocyanins (flavonoides), organic acids, carbohydrates and vitamins. It is a powerful antioxidant. It protects the hair from free radicals and external aggressions, strengthening hair structure.

### ETHICAL



#### DATE OIL FROM BURKINA FASO

Nourishing and elasticizing, it improves the structure of the hair fiber over time. OW contributes to the economical safety of several families in the villages of Burkina Faso, through the purchase of this raw material.

### BIODYNAMIC



#### BIODYNAMIC LAVENDER ESSENTIAL OIL

Regenerating and rebalancing for the scalp, hair and body in general. Performs refreshing, toning and soothing actions on scalp and hair. Its aromatherapeutic fragrance induces relaxation and tranquillity.

### BOTANICAL



#### COTTON PROTEINS

They have a substance giving action, conferring body and structure to the hair, prevent drying and perform repair and restoring actions on the hair fiber. Softening and nourishing.

### ORGANIC



#### ORGANIC PERILLA OIL

Rich in fatty acids, nourishes hair fiber and polishes the stem. Soothing and calming for the scalp. Due to the elevated presence of flavonoids it has an anti-aging action.

### BIOTECHNOLOGICAL



#### COLOURING MICRO-PIGMENTS

Exclusive, high-quality, coloring micro-pigments ensure stable and long-lasting results, but also intense, brilliant shades. Hcolor offers a stable color which needs no thickeners.

## FOCUS ON

### COLOUR AND BLEACHING TREATMENTS THAT NOURISH AND PROTECT HAIR FIBER? NOW IT'S POSSIBLE WITH THE PRECIOUS ILLIPÈ AND KUKUI BUTTERS.

To infuse brightness and hydration to hair fiber during technical treatments, we have selected two rich butters of renown nutritive properties which originate in the lush forests of Borneo and Polynesia. Rich in fatty acids and nutri-lipids, the Kukui and Illipè butters coat the hair cuticle, protect it from external agents while giving shine and polish with a magnificent balm effect. **RESULTS: rich colors and highlights full of light with soft, hydrated hair.**



# Hsystem

## A COMPLETE SYSTEM THAT ACCOMPANIES YOUR COLOR TREATMENT IN THE PHASES OF PREPARATION, APPLICATION AND POST-COLORING

“Protected, nourished and bright color? The secret is to flank the coloring treatment with a method that takes good care of the hair and scalp before, during and after application. **The Hsystem line formulas develop extraordinary synergies with Hcolor, offering advanced methods that allow working with a lower pH, stressing the cuticle less. A line composed of oils, milk and protective scalp and hair stem sprays, post-color treatments that balance the pH and seal in color, specific treatments for thick rebellious hair.**”



Hscreen

pH: -	100 ml
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Skin  
protecting  
fluid-screen

- It creates a protective film between the scalp and the product preventing pots and redness.
- It nourishes the salon professional's hands (protective glove effect).

☞ Add 3-4 drops directly to the mixture of technical product before application or apply directly on the scalp and onto the salon professional's hands.



Hbalance shampoo

pH: 4,0 - 5,0	950 ml
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Neutralizing,  
acidifying  
shampoo

- It rebalances pH and neutralizes any alkaline residues after technical treatments.
- It guarantees moisturization and nourishment for the hair fiber.

☞ After rinsing the technical treatment out from hair, apply and massage in (repeat).



Hbalance mask

pH: 3,0 - 4,0	500 ml
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Nourishing  
rebalancing  
mask

- Special conditioning and detangling treatment, which restores correct pH levels, sealing the scales of the cuticle. Intense restorative and moisturizing actions.
- It makes hair extremely easy to comb.

☞ Apply to damp hair, spread product and leave on for 3-5 minutes. Rinse thoroughly.



Hrestore

pH: 4,0 - 5,0	240 ml
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Restoring  
vegetable protein  
integrator

- Rebuilds the keratin structure with its vegetable proteins.
- It gives structure and body to the hair fiber and acts as a porosity-balancing agent.

☞ Spray onto hair after any kind of technical treatment and then style. Do not rinse.

**WITH:** 0-KM BIODYNAMIC ACTIVE INGREDIENTS / BOTANICAL ORGANIC AND BIODYNAMIC ESSENTIAL OILS / ORGANIC EXTRACTS / PHYTO-DERIVED INGREDIENTS / NATURALLY DERIVED CONDITIONERS AND SOFTENERS / RAW MATERIALS FROM FAIR-TRADE MARKETS / VEGAN FRIENDLY INGREDIENTS /  
**WITHOUT:** SLS/SLES / PARABENS / SYNTHETIC FRAGRANCES / ARTIFICIAL COLORANTS / PEG-PPG-BG / OMG / PETROLATUM / PHTHALATES / EDTA





## Hypercolor

pH: -

50 ml

### Development time accelerator oil and illuminator

- It grants a significant reduction of the development time, up to a third compared to the traditional methods.
- It nourishes the hair fiber, enhancing the shades.

🔧 Add **Hypercolor** to the color mix according to the ratios indicated in the chart.



## Htech shampoo

pH: 9,5 – 10,5

500 ml

### Technical preparation shampoo

- It removes impurities and residues from styling products. It prepares the hair for the technical services.
- Ideal for refractory hair.

🔧 Apply to wet hair. Rinse and proceed with technical treatment.



## Hmilk no stress

pH: 3,2 – 4,2

500 ml

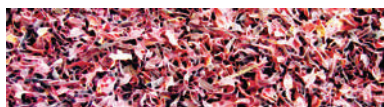
### Protective milk specifically for technical treatments

- It protects and conditions the hair during washing phases between technical treatments.
- It bestows softness, keeping hair perfectly moisturized.

🔧 Apply after cleansing and between technical phases. Leave in for 2 minutes. Rinse.

## ACTIVE INGREDIENTS

### BIODYNAMIC



#### BIODYNAMIC HIBISCUS EXTRACT

Rich in anthocyanins (flavonoids), organic acids, carbohydrates and vitamins. It is a powerful antioxidant. It protects the hair from free radicals and external aggressions, strengthening the hair structure.

### BOTANICAL



#### COTTON PROTEINS

They have a substance giving action, conferring body and structure to the hair, prevent drying and perform repair and restoring actions on the hair fiber. Softening and nourishing.

### BOTANICAL



#### JOJOBA OIL

Nourishes and soothes dry and very dry hair. With the 18 amino-acids it contains, it easily repairs damaged cuticles. Highly absorbed by skin and hair, it keeps the hair bulb clean by dissolving any excess sebum.

### ORGANIC



#### ORGANIC PERILLA OIL

Rich in fatty acids, nourishes hair fibers and polishes the stem. Soothing and calming for the scalp it has an anti-aging action due to the high content of flavonoids.

### BOTANICAL



#### MORINGA PEPTIDES

Moringa, of Indian origin, is considered a magic plant with countless cosmetic virtues. The Moringa peptides (seeds) contain an excellent amount of proteins, vitamins and mineral which help to eliminate the toxic effects caused by pollution.

### BIOTECHNOLOGICAL



#### CERAMIDES

When the hair loses this natural barrier it becomes arid, porous and vulnerable. Ceramides are lipids, which are naturally contained in the hair film, which loads the hair fiber with protection, softness and shine, protecting it against external aggressions.

### ETHICAL



#### DATE OIL FROM BURKINA FASO

Nourishing and elasticizing, it improves the structure of the hair fiber over time. OW contributes to the economical safety of several families in the villages of Burkina Faso, through the purchase of this raw material.

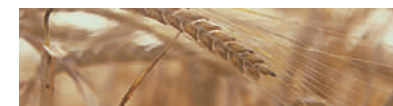
### BOTANICAL



#### RICE BRAN OIL

An oil with softening, moisturizing and smoothing properties. Rich in natural tocopherols (Vitamin E), it is a powerful antioxidant and anti-inflammatory, it counters free radicals and protects scalp and hair keeping the lipid moisturization level stable.

### BIOTECHNOLOGICAL



#### WHEAT PROTEINS

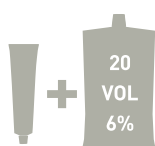
Wheat proteins and oligosaccharides act as hydro-regulators, keeping the amount of water in the hair constant even in conditions of high external humidity. They improve elasticity and the hair's mechanical resistance.



**HCOLOR + HCATALYST 20-30-40 VOL. :** mix Hcolor with Hcatalyst developers diluted to a ratio of 1:1.5. To cover grey hair, follow the application scheme **GREY HAIR COVERAGE**.

**HCOLOR + HTONE 9 VOL.:** mix Hcolor with Htone developer diluted to a ratio of 1:1.5. To cover grey hair, follow the application scheme **GREY HAIR COVERAGE**.

■ 1-2 LEVELS

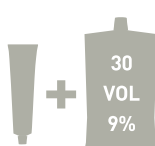


**HCOLOR +  
HCATALYST 20 VOL**

**MIX:** 1: 1,5

**PROCESSING TIME:**  
30/35 min.

■ 2-3 LEVELS

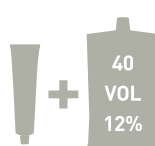


**HCOLOR +  
HCATALYST 30 VOL**

**MIX:** 1: 1,5

**PROCESSING TIME:**  
35/40 min.

■ 3-4 LEVELS

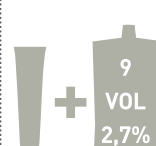


**HCOLOR +  
HCATALYST 40 VOL**

**MIX:** 1: 1,5

**PROCESSING TIME:**  
40/45 min.

■ TONE-ON-TONE



**HCOLOR +  
HTONE 9 VOL**

**MIX:** 1: 1,5

**PROCESSING TIME:**  
30 min.

**GREY HAIR COVERAGE:** to cover grey hair, we recommend applying the colour mixture starting from the back area and proceeding to the front area.

■ % GREY HAIR	■ MIX & DEVELOPMENT TIMES	■ HCATALYST	■ HTONE	■ HAIR COLOUR RESTORATION
<b>UP TO 30%*</b>	REQUIRED SHADE <b>DEVELOPMENT TIMES</b> : 40 min.			25-30 MINUTES FOR REGROWTH, 10-15 MINUTES FOR LONGER LENGTHS
<b>FROM 30% 50%*</b>	REQUIRED SHADE + NATURAL RANGE OF THE SAME SHADE <b>DEVELOPMENT TIMES</b> : 40 min.			25-30 MINUTES FOR REGROWTH, 10-15 MINUTES FOR LONGER LENGTHS
<b>OVER 50%*</b>	1/2 OF THE HIGHLIGHTED SHADE + 1/2 OF THE SHADE FROM THE NATURAL RANGE THAT IS 1 SHADE LESS THAN THE HIGHLIGHTED SHADE <b>DEVELOPMENT TIMES</b> : 40 min.			25-30 MINUTES FOR REGROWTH, 10-15 MINUTES FOR LONGER LENGTHS

\* FOR REFRACTORY GREY HAIR, THE DEVELOPMENT TIME IS 45 MINUTES. WHEN USING HYPERCOLOR, THE DEVELOPMENT TIME IS 15 MINUTES.

## HYPERCOLOR / HOW TO USE :



- 1 Pour the colour required for the treatment into the bowl.
- 2 Add the drops of **Hypercolor** calculated based on the total mix.
- 3 Finally, add the activator. Applied on the hair right away.
- 4 Make 12-15 holes in the disposable cap and cover the head.
- 5 Add low heat.
- 6 Let the hair cool for 5 min. before rinsing.

■ 1



■ 2



■ 3



■ 4



■ 5



■ 6



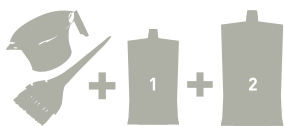
1 ML = 30 DROPS. FOR MEDIUM LENGTHS NEEDS 20 DROPS + 120 ML ACTIVATOR. A 50ML BOTTLE PROVIDES ABOUT 70 COLOUR TREATMENTS. 30 ML COLOR MIX = 5 DROPS / 90 ML COLOR MIX = 15 DROPS / 120 ML COLOR MIX = 20 DROPS / 180 ML COLOR MIX = 30 DROPS

## H BLEACH / HOW TO USE :



### BLEACHING WITH HBLEACH

Not just a lightener but a treatment that infuses softness and radiance without damaging the hair. Kukui butter delivers added protection, while organic Perilla, fair-trade Date and biodynamic Lavender oils provide nourishment.



#### ■ PREPARATION

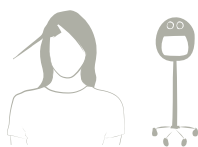
IN A NON-METALLIC BOWL, MIX 1 PART HBLEACH CREAM BUTTER WITH 2 PARTS HCATALYST ACTIVATOR (9, 20, 30 OR 40 VOL. DEPENDING ON THE DESIRED DEGREE OF LIGHTENING).



#### ■ APPLICATION

APPLY THE DECOLOURING PRODUCT EVENLY TO UNWASHED HAIR. APPLICATION TIMES DEPEND ON THE CONDITION OF THE HAIR AND THE DESIRED RESULTS\*.

\*For highly resistant hair or for a high degree of lightening, prolong the application time (max. 50 minutes) until obtaining the desired degree of lightening



#### ■ ROOTS TREATMENT

AFTER MIXING HBLEACH CREAM BUTTER WITH HCATALYST LIQUID BUTTER, APPLY TO ROOTS ONLY AND LEAVE TO ACT FOR THE NECESSARY TIME. USED WITH THE APPROPRIATE SUPERVISION, HEAT CAN BE USED TO ACCELERATE THE PROCESS AND REDUCE THE APPLICATION TIME.



#### ■ FOR TONALIZING

FOR HIGHLIGHTS, AFTER BLEACHING RINSE THE HAIR WITH A GENTLE, HYDRATING HAIR BATH SUCH AS MOISTURIZING HAIR BATH. RINSE, THEN PROCEED WITH THE TONALIZING /COLOURING TREATMENT.



#### ■ RINSING

AFTER THE APPLICATION TIME, RINSE WITH HBALANCE SHAMPOO AND HBALANCE MASK AND SPRAY WITH HRESTORE.



— THE FIRST PERMANENT COLOR INFUSION WITH INTEGRATED HAIR LIFTING

# Hnectar

## BEAUTIFYING COLOR NECTAR WITHOUT AMMONIA, PARAPHENYLENEDIAMINE, RESORCINOL, MINERAL OIL, ALCOHOL AND PERFUME

From the purest ingredient in Nature to the purest colour infusion in the salon. An extremely delicate and highly tolerable formula for both hair and skin that minimises sensitisation risks. A voluptuous colouring treatment that takes advantage of the ability of sugars contained in the nectars - biodynamic Elderberry, organic Mallow and Papamiel - to increase hair fiber hydration. A colouring infusion that restructures the hair, improves its texture and heightens its brightness with significant concurrent regeneration of the hair fibre ever since the first application.



Hnectar

60 ml

### Beautifying color infusion with integrated hair lifting

- A colouring treatment that restructures the hair, ever since the first application
- Bright camouflage coverage
- Excellent plumping effect and long lasting hydration
- Lightens 2-3 tones while respecting the hair fiber

☞ Blend **Hnectar** with **Hcatalyst** or **Htone**, mixing ratio 1:1, following the indications found on the application chart.

### ACTIVE INGREDIENTS

#### BIODYNAMIC



##### BIODYNAMIC ELDERBERRY NECTAR

An original plant of Europe, Asia and America, the elder tree grows spontaneously in woodlands or close to water courses. In ancient times elder trees were considered sacred and magic as they could alleviate pain and keep evil away. In hair cosmetics, Elderberry substances make the hair bright and shiny and are consequently ideal remedies for dull and lifeless hair.

#### ORGANIC



##### ORGANIC MALLOW NECTAR

Its polysaccharide-rich mucilage content gives mallow a soothing, anti-inflammatory and softening function. When polysaccharides come into contact with the skin, they form a colloidal film that protects it from external agents, reduces skin dehydration and develops a softening and regenerating action on the skin. Excellent for sensitive skins as it reduces their proneness to irritation and has a decongesting and anti-inflammatory action.

#### ETHICAL



##### ETHICAL YERBA MATE

Composed by high percentages of caffeine and polyphenols, the most important of which is chlorogenic acid, a very powerful natural antioxidant Yerba Mate breaks the oxidation chains and consequently halts the spread of free radicals and protects the cell DNA. It protects the hair against oxidative and endogenous stresses and retains cell vitality and prevents their aging.

#### BOTANICAL



##### PAPAMIEL NECTAR

The Papamiel has a quick regenerating function on the cells of the upper epidermis. Through the high concentration of sugars (sucrose, fructose and glucose), it favours hydration and provides unique comfort. Through its content of minerals, amino acids, vitamins and essential oils, it revives the hair making it soft and shiny.

#### BOTANICAL



##### COTTON PROTEINS

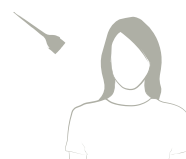
They have a substance giving action, conferring body and structure to the hair. They prevent drying out and perform repair and restoring actions on the hair fibre. Softening and nourishing.



## TYPE/HAIR

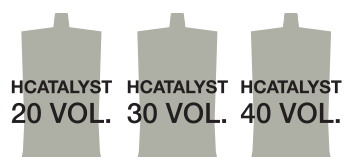
RECOMMENDED  
VOLUME

## MIX



## APPLICATION\*

**COLOURED  
HAIR  
(WITH ROOT  
REGROWTH)**



**1:1**

Apply on the roots (processing time 15/20 min.) and proceed on the full hair length (processing time 10/15 min.) Total processing time: 30 min.

**VIRGIN  
HAIR**



**1:1**

Apply on the full hair length and let it set for 10 minutes (use higher levels of Hcatalyst). Prepare again the product and distribute it on the roots (use lower levels of Hcatalyst). Processing time 25-30 minutes. Total processing time: 35-40 minutes

**GREY-HAIR  
CAMOUFLAGE**



**1:1**

Choose Hcatalyst at 20/30/40 vol. depending on the required level of coverage and brightening. Start from roots and let it set for 20 minutes then spread along the hair length and tips for an additional 10-15 min. processing time.

**TONALIZING  
AFTER  
BLEACHING  
AND MÈCHES**



**1:1**

Choose the activator according to the specific analysis of the case studies, by open monitoring. Let colour set for some minutes and check the colouring level by visual inspection.

**TONE  
ON  
TONE**



**1:1**

Apply on hair and let dye set for 30 minutes.



## RINSING

At the end of the setting time, pour on hair a small amount of lukewarm water, emulsify the remaining dyeing mixture and spread it evenly with a non-metal comb. Wait for some time, then rinse again with lukewarm water until water dripping from the hair is clear. Apply Hbalance shampoo and condition with Hbalance mask on the full hair.

\* It is recommended to distribute the product evenly on the hair. Avoid using an excessive amount.

Up to 30% of white hair, apply the desired shade.

Over 30% of white hair, apply the desired colour in a mixture with a [natural] base colour of the same hair colour levels, in a proportion of  $\frac{1}{2} + \frac{1}{2}$ . Please note that an increase in the percentage of the [natural] base colour typically decreases the highlights.

# Lactosystem

## PERMANENT LISSAGE TREATMENT WITHOUT THIOGLYCOLATES FOR SOFT AND DISCIPLINED HAIR, RESPECTING ITS INTEGRITY WHILE OBTAINING LONG LASTING EFFECTS.

"Lactosystem is the innovative permanent lissage treatment with thiolactate, biodynamic Rice extract and vegetable Phytomilk. The velvety texture of the Lactosystem 1A and 1B creams protects hair during application and, at the same time, conveys the protective and hydrating active ingredients inside the hair fiber. The Lactosystem 2 gel formula doesn't limit to fixing the sleekness but seals and repairs the cuticle, reforming the sulfur bridges and giving bounce and resistance to the hair. The smooth preserving elixir is the final touch to a perfect styling, at the salon or at home."



Lactosystem 1A



Lactosystem 1B



Lactosystem 2



smooth preserving elixir

pH: 9,5-10,5	250 ml	pH: 8,0 - 8,5	250 ml	pH: 2,0 - 3,0	250 ml	pH: 4,0 - 5,0	150 ml
Disciplining lissage for resistant hair		Disciplining lissage for treated hair		Rebuilding and stabilizing gel		Nourishing anti-frizz controlling serum	
<ul style="list-style-type: none"><li>• For resistant hair (natural and colored hair with developers at up to 20 vol.).</li><li>• Disciplined long-lasting sleekness.</li><li>• Nourished hair fiber.</li></ul>		<ul style="list-style-type: none"><li>• For treated hair (sensitised hair and colored hair with developers at over 20 vol., highlighted or bleached up to 20 vol.).</li><li>• Nourished hair fibre.</li></ul>		<ul style="list-style-type: none"><li>• Straightening system in order to recreate strength and elasticity.</li><li>• It stabilizes the straightening effect while fully respecting the hair fiber.</li></ul>		<ul style="list-style-type: none"><li>• Long-lasting silky hair.</li><li>• It repels excessive humidity and protects hair from hair-dryers, brushes and flat irons.</li><li>• Ideal for at home maintenance.</li></ul>	
✋ Apply <b>Lactosystem 1A</b> following the step-by-step instructions*.		✋ Apply <b>Lactosystem 1B</b> following the step-by-step instructions*.		✋ Apply <b>Lactosystem 2</b> following the step-by-step instructions*.		✋ Apply a small amount of product to towel-dried hair on the roots and ends and then dry as usual.	

\* SEE THE LACTOSYSTEM STEP BY STEP IN THE HEAD.SPA AREA.

**WITH:** BIODYNAMIC ACTIVE INGREDIENTS / ORGANIC EXTRACTS / PHYTO-DERIVED INGREDIENTS / NATURALLY DERIVED CONDITIONERS AND SOFTENERS / RAW MATERIALS FROM FAIR-TRADE MARKETS / HYDROLYSED VEGETABLE PROTEINS / ALLERGEN FREE FRAGRANCES / **WITHOUT:** AMMONIA / THIOGLYCOLATES AND DERIVATES / SODIUM HYDROXIDE / FORMALDEHYDE / HYDROGEN PEROXIDE / EDTA / PHTHALATES / PARABENS / PEG, PPG, BG / ARTIFICIAL COLORANTS



## ACTIVE INGREDIENTS

### BIODYNAMIC



#### BIODYNAMIC RICE EXTRACT

Rice (Latin name *Oryza sativa*) is an active ingredient with softening and moisturizing properties. Thanks to the proteins it is rich in, it strengthens the hair structure, leaving it more resistant to external stress. It bestows the hair with body and volume, increasing its elasticity and mechanical resistance.

### BOTANICAL



#### BOTANICAL RICE BRAN OIL

An oil with softening, moisturizing and smoothing properties. Rich in natural tocopherols (Vitamin E), it is a powerful antioxidant and anti-inflammatory, it counters free radicals and protects scalp and hair keeping the lipid moisturization level stable.

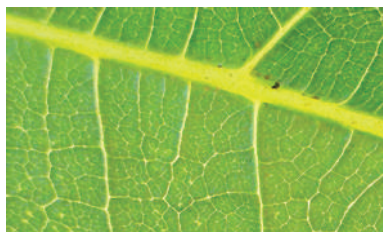
### BOTANICAL



#### BOTANICAL SOYA AND WHEAT PROTEINS

The combined action of Wheat and Soya forms a barrier against external aggressions, leaving hair shinier and healthier. Distinct improvement in body and hair structure, making hair easier to comb with increased moisturization.

### BOTANICAL



#### BOTANICAL VEGETAL PROTEINS

A natural complex, which protects and strengthens the hair fiber. It regulates moisturization, constantly maintaining hair in ideal conditions even in circumstances of high external humidity. It improves and elasticizes the hair structure.

### ETHICAL



#### ETHICAL ANISEED EXTRACT

Antibacterial, antiseptic and soothing. *Backhousia anisata* is a plant, which grows in sub-tropical Australia. Used on the scalp, it performs intensive calming, soothing and rebalancing actions.

### ETHICAL



#### ETHICAL KAKADU PLUM

Detoxifying, anti-aging and energizing. The Kakadu Plum is the world's richest natural source of Vitamin C. It contains about 3000 mg of Vitamin C in every 100 gr – that's 50 times the concentration found in oranges.

## FOCUS ON

### PHYTOMILK

Phytomilk is an entirely vegetable milk in which the same properties of milk are guaranteed by a highly selected blend of botanical extracts: organic Cumin oil, organic Sesame oil and Aloe Vera gel.

Thanks to the synergic action of these active ingredients, Phytomilk performs anti-inflammatory, soothing, regenerating and rebalancing actions, which protect the scalp during the straightening treatment.

Phytomilk helps to preserve the natural moisturizing factor (NMF) - which is the optimum hydration balance of the hydro-lipid film - it maintains the right amount of moisture, preventing excessive dehydration of the keratin cells.



**PHYTOMILK:** BLACK CARAWAY OIL AND ORGANIC SESAM OIL COUNTERACT SKIN DE-LIPIDATION, ALOE VERA COMBATS DEHYDRATION FORMING A PROTECTIVE FILM ON THE SKIN.



# BIOGLOSSARY



## ORTOFFICINA:

Is the ORGANIC WAY estate at 0 km in the Bologna hills, where we grow many of the extracts found in our product's formulas. After harvesting, which takes place in their balsamic period, the plants travel the few kilometers to get to SPAZIO, where they are distilled in a "current of steam" to become essential oils and hydrolates.

## BIODYNAMIC EXTRACTS:

Plants grown in accordance with the principles of harmony between man and nature: soil is not treated with pesticides or chemical fertilisers but is nourished and fed with natural manures. This generates stronger plants that are able to autonomously provide their own defences, and which supply ingredients of the highest quality which are loaded with healthy, effective active ingredients. We grow a lot of our extracts on our holding Ortofficina, in the Bologna hills. As for extracts, which, due to climate and latitude, cannot be grown at Ortofficina, we buy them from certified growers all around the world.

## CURRENT OF STEAM DISTILLATION:

The entire process is natural, neither solvents nor other chemical substances are used, which allows us to maintain maximum purity and efficacy of the active ingredients. Through the steam produced, this method transforms the plants into active ingredients used in our formulas: essential oils and hydrolates.

## AROMATHERAPY ESSENTIAL OILS:

It means that the product contain fragrances based on essential oils which discharge their healing properties on the body and psyche.

## ORGANIC EXTRACTS:

Organic agriculture ingredients from certified farming, without use of fertilizers, pesticides, herbicides or other toxic chemical agents harmful to human health and the environment.

## ETHICAL EXTRACTS:

We purchase raw materials from fair-trade and solidarity networks coming from Africa, Amazonia, Indonesia, Indo-

China and Aboriginal Australia through certified purchase networks sustaining local communities and contributing to their economical development.

#### **BIOTECHNOLOGICAL EXTRACTS:**

Nature + technology: we select and isolate components from plants in order to create new highly concentrated, dermo-compatible active ingredients.

#### **PHYTOPROTEINS:**

Proteins are a fundamental component of hair; when it is lacking the stem results weak and hair is more fragile and less protected against external agents. This is why the OW formulas are rich in proteins of entirely vegetable origins.

#### **SLS/SLES FREE:**

We choose not to use SODIUM LAURETH SULPHATE and SODIUM LAURYL SULPHATE in our products because they are considered aggressive surfactants and are potential irritants. In their place we use more delicate, safer cleansing agents.

#### **NON-ETHOXYLATED SURFACTANTS:**

In the specific curative lines we use non-ethoxylated surfactants, in order to respect and safeguard sensitised scalps.

#### **EDTA FREE:**

EDTA are chemicals that are normally used as processing aids in the preservative system. In the OW are not used in 99% of the products because our preservative system is sufficient to ensure durability.

#### **PARABEN FREE:**

We have eliminated parabens, as controversial preservatives, from our formulas.

#### **FREE FROM ARTIFICIAL COLOURANTS:**

Means that the product is free from synthetic colourants.

#### **SYNTHETIC PERFUME FREE:**

Means that the product is free from synthetic fragrances, and is scented exclusively with essential oils deriving entirely from plants.

#### **PEG / PPG / BG FREE:**

Means that the product is free from PEGs, chemical substances normally used as emulsifiers. We have eliminated PEGs/PPGs/BGs from the entire OW Care and OW specific treatment for scalp and hair.

#### **PETROLATUM FREE:**

Our OW line contains no Petrolatum. Instead we use natural ingredients which have the same moisturizing properties but are safer both for consumers and salon specialists.

#### **AMMONIA FREE COLOUR AND BLEACHING:**

Hcolor is our ammonia free colouring system. Exclusive technology which guarantees brilliant, shiny colours, gentleness and respect for the hair fibre, 100% grey hair coverage, less risk of allergy and no unpleasant odours during application.

#### **FLUID BUTTER DEVELOPERS:**

Hcolor is the first colouring system with a fluid butter developer. Activating fluid butters with Illipe butter: with their incredibly rich, velvety and creamy formula, they nour-

ish and add shine to the hair fibre.

#### **NO TO GENETICALLY MODIFIED PRODUCTS:**

We only select products from plants grown according to traditional, biodynamic and organic methods. None of our products contains genetically-modified ingredients.

#### **ECO-SPRAY:**

OW spray products are propellant-free, for optimum results with minimum environmental impact. We are the first company on the market to have launched the hair spray in a glass bottle with a charging system, **Sculpting mist**.

#### **GLASS AND ALUMINIUM PACKAGING:**

OW chooses aluminium and glass because they protect the line's formulas rich in botanical extracts.

#### **NO OVER-PACKAGING:**

We have chosen to use only essential packaging in order to minimise our impact on the environment. No over-packaging, external wrapping or packs, which are often immediately thrown away after a purchase has

been made.

#### **ECO-CERTIFIED PAPER LABELS:**

High quality uncoated recycled papers with 60% pre-consumer fibre and 40% post-consumer FSC fibre.

#### **ECO SUSTAINABLE PAPER AND WOOD:**

The communication and display materials used in our hair salons are recycled or eco-certified (FSC paper and cardboard, PEFC wood, bio-plastics, recycled PET etc.).

#### **WE LOVE ANIMALS:**

We respect nature and love animals and all forms of life.

#### **HEADSPA:**

Is our salon concept. Through our products, projects, services and materials, we support our partner salons in a process that turns them into holistic wellness centers, which don't take into consideration simply the clients' hair but also their scalp health and their outlook! A unique path, which leads to differentiation and quality.