

OriginalMineral™



PRODUCT GUIDE



COLOR. HAIRCARE. STYLING.



USE YOUR HEAD[™]

Healthy hair begins when it's free from stress.
Reduce the chemical overload.

We challenge the artificial norms of professional haircare with formulations that are both effective and gentle. We remove harsh chemicals wherever possible while including natural extracts and active minerals that deliver real benefits.

OUR STORY

At Original & Mineral, our vision is to bring nature and luxury together in a line of Australia-born hair color, care and styling products that are safe, effective and beautiful to use.



Our formulations replace harsh chemicals with active natural extracts and minerals, including native Australian ingredients like Lilly Pilly, Banksia Flower, Quandong, Tasmanian Sea Kelp and Davidson Plum, as well as quality essential oils that deliver real benefits.

I have always been passionate about natural products, well-being and beauty, and when I saw firsthand how harsh chemical products harm hairdressers and clients, I knew we could make a difference with O&M.

My former partner, a hairdresser, suffered from contact dermatitis, making it impossible for him to use conventional hair color. Together, we opened the first ammonia-free salon in Australia nearly two decades ago. It attracted a progressive clientele and gave me the confidence to take the O&M vision further.

In 2010, I added O&M Method, our care and styling line. Packaged luxuriously, these products have a Free From Five formulation – no harmful sulphates, parabens, propylene glycol, MIT or Triclosan. Certified by PETA (People for Ethical Treatment of Animals) as Cruelty Free, the O&M line with high-performing natural ingredients, sits on the shelves of top salons and boutique retailers around the world.

In 2013, O&M did what many chemists said was impossible: we developed Clean Color Technology, a permanent professional hair color with zero ammonia, PPD or resorcinol. It was a groundbreaker that performed with no smell or fumes while giving results to match conventional hair color.

Now, with the help of world-leading chemists, we've evolved again. The world is changing, and low-chemical and natural technology is leading the way.

Our mission to provide the cleanest and most professional color in the world led us to a progressive new coloring approach, Molecular Blend Technology. In MBT, pre-linked color pigments supported by two nourishing hero complexes give incredible vibrancy, shine, longevity and protection. We call it O&M CØR.color.

And of course – as the name suggests – it stays true to our core promise: zero ammonia, PPD or resorcinol.

Original & Mineral is a complete salon solution, made for hairdressers by hairdressers. We're a band of rule-breakers and pioneers, committed to making the world safer and more beautiful – and having fun while we do it. We'd love you to join us.

A handwritten signature in black ink that reads "Jose Bryce Smith". The signature is fluid and cursive, with a large initial "J" and a stylized "S".

Jose Bryce Smith
CEO & Founder

THE PIONEERS OF **CØR.color™**

O&M CØR.color is the next generation in Ammonia, PPD and Resorcinol-free professional hair color.

We call it CØR because color is the core of our brand.

The Ø at the heart represents our commitment to making the cleanest color in the world by eliminating harsh chemicals.



CØR.color™



We called our next-generation color CØR because color is the core of our brand. At the very heart is the Ø, a symbol of our unbreakable commitment to zero Ammonia, PPD and Resorcinol.

One of the first haircare companies in the world to produce professional-grade Ammonia, PPD and Resorcinol-free permanent hair color, O&M is serious about low-chemical solutions for today's conscious clients and committed stylists.

CØR.color is both an answer to an industry-wide problem of increasing chemical sensitivity, and a compelling marketing story in a world where consumers are constantly on the lookout for ever-more effective natural beauty solutions.

ORIGINAL EXCLUSIONS

Three ingredients that
we've chosen to exclude.

AMMONIA - is typically used to swell the hair and open the cuticle scales to allow color to penetrate deep within the cortex. For anyone with sensitive skin or scalp, this is an unhealthy additive. We've replaced it with MEA – an alkaline agent that mimics the role of Ammonia, minus the odor, red eyes and irritation.

PPD - Paraphenylenediamine is a chemical known to cause dermatitis, reddening and swelling of the scalp and face. We've replaced it with low levels of PTDS (p-Toluenediamine Sulfate), enabling up to 50% of PPD allergic stylists and clients to now use color.

RESORCINOL - is a popular coloring agent toxic to wildlife and the human immune system. Shade dependent, we've replaced it with 2-Methylresorcinol or 4-Chlororesorcinol – two chemicals kinder to the environment and with less potential to sensitize.

+ Mindful of our results-driven industry, O&M CØR.color maintains limited chemical inclusion to ensure the highest degree of performance, ensuring client retention. Your business is our business.

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CØR.color™

Following years of research and in-salon testing, CØR.color represents a huge leap forward for the hair industry, with the introduction of a progressive new color technology – Molecular Blend Technology (MBT).

This revolutionary coloring system pre-links base and reflect color pigments, allowing them to develop more effectively and evenly, giving superior coverage while minimizing the risk of scalp irritation.

As hairdressers ourselves, we know that technology is nothing without salon-floor performance. Following extensive in-salon testing, we're confident in the spectacular results of this advanced formulation, and excited to share them with you.

BEHIND THE SCENES

- Hair color pigments come in two forms: base and reflect
- MBT pre-links these pigments in the laboratory, taking into consideration the specific molecular weight of each pigment
- Once all base and reflect pigments are paired, no unlinked pigments remain which could cause scalp irritation
- This linking process also guarantees that all pigments are fully developed and oxidized during the color process
- The result is greater grey coverage (up to a level 9) without the need for Ammonia

ORIGINAL TECHNOLOGY



108 CØR.COLOR SHADES

- Free of Ammonia, PPD & Resorcinol
- Formulated for and exclusive to salon professionals
- Achieves up to 5 levels of lightening
- 100% grey coverage
- Pleasant-smelling





ORIGINAL INGREDIENTS

DESERT HARVEST

CØR.color looks to a hero complex that has sustained the health and nutrition of Australia's first people, Aboriginal Australians, for over 40,000 years.

Harvested and extracted sustainably, Desert Harvest combines the benefits of certified organic exotic fruits and seeds of the Australian desert: the Quandong / Desert Peach (*Santalum acuminatum*), Desert Lime (*Citrus glauca*) and Wattle Seed (*Acacia victoriae*) – each a traditional food source that brings radiant health benefits to the hair.

FEATURES & BENEFITS

- Hydrates, soothes and conditions dry, itchy scalps
- Protects, nourishes and conditions all hair types throughout the coloring process
- Leaves hair noticeably shinier
- Rich in antioxidants and phytosterols to protect against harsh environmental aggressors

O&M SIGNATURE OIL BLEND

A special blend of native Australian certified organic macadamia oil and certified organic coconut oil that activates and enhances the in-salon CØR.color journey.

Beyond its beautiful fragrance, coconut oil penetrates hair more deeply and effectively than most natural oils. When combined with the high nutritional and calming values of macadamia, it's a nourishing super-duo.

FEATURES & BENEFITS

- Enhanced vibrancy
- Color longevity
- Detangling benefits
- Promotes hair growth
- Deep hydration and conditioning
- Calms frizz and unruly hair
- Reduces oxidative stress on scalp

THE WHOLE EQUATION

0

Ammonia, PPD and Resorcinol

+

1

Revolutionary New Technology (MBT)

+

2

Nourishing Natural Complexes

+

Reconstructing 2-step CØR.restore

=

CØR.color™



HAIRCARE

We've thought hard for hair and developed a shampoo and conditioner to suit every hair type.

Leaving out harsh chemicals including Parabens, MIT and Triclosan, we've replaced them with natural native actives from O&M's birthplace of Australia. Sourced from diverse geographical locations from the desert to the ocean, these Australian native actives deliver many benefits while nourishing and protecting the hair.



All O&M Shampoos and Conditioners are specially formulated for colored hair and are designed to guard against color fade with built-in UV Protection.

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WHAT'S NOT INCLUDED

Here are some of the “everyday” chemicals we’ve left out of our haircare and styling products.

PHTHALATES - Cling to the hair to give it fragrance and also gives hair product such as gels more staying power. Exposure to phthalates in pregnant women can cause harm during critical periods of a child’s development.

SULFATES - Are used to clean the hair of its natural oils leaving the hair feeling dry and looking matte. Denatures skin proteins and largely affects people with contact dermatitis.

PARABENS - Have antifungal and antibacterial properties that act as a preservative for maintaining freshness and longer product shelf life. One of the leading chemicals that can cause skin irritation and contact dermatitis.

PROPYLENE GLYCOL - Used to bind many haircare products together and retain moisture content not only on the hair but also in packaging. Propylene glycol has been linked to causing headaches, backaches and kidney problems.

M.I.T. - Methylisothiazolinone prevents bacteria. Frequent exposure of the scalp to M.I.T. damages the skin cells, causing itching, flaking and soreness.

TRICLOSAN - Another chemical that is used to kill bacteria on the hair. Triclosan’s manufacturing process can also create dioxin, a powerful hormone disruptor that can have long-term health effects.

SODIUM CHLORIDE - Strips moisture, elasticity and keratin from the hair and is to be avoided when using Keratin straightening treatments.



HAIRCARE

ORIGINAL DETOX

FOR THE ULTIMATE CLEANSE

Shampoo 50ml / 1.7 Fl. Oz. 350ml / 11.8 Fl. Oz

Remove product buildup and deposit naturally. Using styling products, swimming in chlorine and the natural build up of oils can make the hair look dull. Peppermint Oil stimulates the scalp while Jojoba Esters help to retain color and prevent fading.

Each O&M Shampoo has its own graphic colored cap to make selecting the right product simple.

HYDRATE & CONQUER

FOR ULTIMATE HYDRATION

Shampoo & Conditioner 50ml / 1.7 Fl. Oz. 350ml / 11.8 Fl. Oz

Give dry, damaged or colored hair a boost with nutrient-rich Tasmanian Sea Kelp, containing Vitamins A, B, C and E and 13 amino acids to strengthen the hair. Certified Organic Coconut Oil helps to quench and smooth thirsty locks.

MAINTAIN THE MANE

A DAILY RITUAL

Shampoo & Conditioner 50ml / 1.7 Fl. Oz. 350ml / 11.8 Fl. Oz

Keep your hair looking its finest with this everyday moisturizing formula. Pro Vitamin B5 nourishes the scalp and Banksia, a native Australian flower extract softens the hair while providing protection from environmental stress.

CONQUER BLONDE

FOR BANISHING THE BRASS

Silver Shampoo 50ml / 1.7 Fl. Oz. 250ml / 8.4 Fl. Oz

Over time natural grey and even the finest of blondes can turn yellow and dull. Maintain salon color and hair condition for longer with our unique silver formula featuring non-toxic violet pigments.

While each shampoo has its own colorful packaging character, all conditioners share a singular hue.

FINE INTELLECT

FOR BUILDING VOLUME

Shampoo & Conditioner 50ml / 1.7 Fl. Oz. 350ml / 11.8 Fl. Oz

Take back control. Pump up fine, flyaway hair with the reconstructing properties of Keratin. Native Australian Rainforest Extracts help add fullness while protecting hair from oxidization and sun damage.

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SEVEN DAY MIRACLE

MOISTURE MASQUE

50ml / 1.7 Fl. Oz. 250ml / 8.4 Fl. Oz

An intense moisture masque for damaged hair. Seven Day Miracle will leave all hair types deeply hydrated with the O&M Signature Oil Blend of Organic Coconut Oil and Macadamia Oil. Convert colored and damaged hair to frizz-free, soft and silky smooth. A sweet scent of Vanilla Bean takes this potent moisture masque to the next level.



THE POWER BASE

PROTEIN MASQUE

50ml / 1.7 Fl. Oz. 250ml / 8.4 Fl. Oz

The king of lifts for damaged hair. This intense dual action treatment works to restore your mane from within. Rice Protein helps to strengthen the hair and boost fullness and growth. Apricot Kernel Oil moisturizes and nourishes the hair's exterior.



TREATMENTS

Three reparative treatments complete our wet range: a strengthening protein pack, a luxurious hydrating masque and an intensive toning treatment.



CONQUER BLONDE

SILVER MASQUE

250ml / 8.4 Fl. Oz

Banish the brass and keep dry and damaged hair hydrated with Organic Coconut Oil and Shea Butter. Violet pigment removes dull yellow tones and makes blonde and silver hair sparkle.





STYLING

Our styling essentials are tried-and-tested in the salon. An extension of the O&M brand ethos, they have been developed to deliver low-chemical, everyday healthy hair products for clients.

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ORIGINAL QUEENIE

FIRM HOLD HAIRSPRAY

328ml / 11.1 Fl. Oz. Net Wt. 283 g / 10 Oz.

Set and Forget. Original Queenie is a twist on the stone cold classic. Its flexible hold will survive a hundred and one brush strokes without complaint - no flakes or unwanted stickiness here. Australian native Lilly Pilly extends hold by reducing unwanted oil, while Quandong adds weightless protection to nourish the hair.



HOLD 4.5 
FINISH 3.0 

ROOTALICIOUS

ROOT LIFT

270ml / 9.1 Fl. Oz. Net Wt. 200 g / 7.1 Oz.

This product will help plump up your hair and get noticed. Rootalicious forms an invisible barrier around the roots to support and lift hair. A native Australian duo of natural actives work together to protect hair and pump up the volume. Lilly Pilly works into the roots to give body and Quandong conditions and protects the hair from styling.

HOLD 3.5 
FINISH 1.0 



K-GRAVEL

TEXTURE CLAY

25g / 1.7 Oz. 100g / 3.5 Oz.

Create the rough. Achieve shape and definition with a pliable blend of natural waxes. Mineral Kaolin, a mineral based clay, leaves a matte modern feel and finish to the hair. Tailor-made for men's styling.

HOLD 3.0



FINISH 0.0



C PASTE

PLIABLE LIGHT WEIGHT FIBRE

100g / 3.5 Oz.

This lightweight, water-soluble paste delivers hold while being extremely workable. Organic Coconut Oil delivers the ultimate hydration boost and plant-based Carnauba Wax provides excellent hold and a natural sheen.

HOLD 3.0



FINISH 3.0





STYLING

FRIZZY LOGIC

SHINE SERUM

10ml / 0.3 Fl. Oz. 50ml / 1.7 Fl. Oz. 100ml / 3.4 Fl. Oz.

Combat humidity. Fight the frizz. Tame out of control curls. Frizzy Logic's signature oil blend, including cold-pressed Certified Organic Argan Oil and Macadamia Oil, calms and smoothes the hair and resists humidity, while adding shine to give a silky, lustrous texture.

HOLD 0.0 ☐
FINISH 4.0 ☒



FRIZZY LOGIC

FINISHING SHINE SPRAY

100ml / 3.4 Fl. Oz.

For high shine and controlled finish, this new finishing spray with cold-pressed Certified Organic Argan Oil and Native Australian Macadamia Oil can be layered over any O&M product to help fight the frizz.

HOLD 0.0 ☐
FINISH 4.0 ☒

KNOW KNOTT

CONDITIONING DETANGLER

50ml / 1.7 Fl. Oz. 250ml / 8.4 Fl. Oz.

Dread nothing. Get tangle-free hair with this nourishing leave-in treatment featuring the O&M Signature Oil Blend of Organic Coconut Oil and Macadamia Oil. Native Australian Desert Extracts Quandong and Desert Lime hydrate the hair, leaving it glossy and knot-free.

HOLD 0.0 ☐
FINISH 3.0 ☒



SURF BOMB

SEA SALT SPRAY

50ml / 1.7 Fl. Oz. 150ml / 5.0 Fl. Oz.

Let's get messed up. This texture spray is a shot of the sea when a dunk in the ocean isn't possible. Surf Bomb features Australian Sea Salt, which delivers that effortless, sexy tousled look while Cucumber Extract, rich in Vitamin C and antioxidants, help protect the hair from ageing and drying out.

HOLD 4.0 ☒
FINISH 0.0 ☐



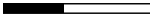

STYLING

STYLE GURU

STYLING CREAM

150ml / 5.0 Fl. Oz.

Use this style master to achieve a myriad of looks. A little for texture, or some more with a blow dry for greater volume. Formulated with Shea Butter for hydration and the O&M Signature Oil Blend of Organic Coconut Oil and Macadamia Oil to smooth and soften the hair texture.

HOLD 2.0 
FINISH 1.0 





ATONIC

THICKENING SPRITZ

50ml / 1.7 Fl. Oz. 250ml / 8.4 Fl. Oz.

Give bang to your blowout. This setting spray is a must for blow drying and heat styling. The formulation contains Lilly Pilly, a native Australian rainforest extract high in Vitamin C that acts as a natural collagen plumping the hair, and Davidson Plum, rich in anti-oxidants that help protect hair from oxidization and sun damage.

HOLD 3.5 
FINISH 2.5 





PROJECT SUKUROI

GOLDEN SMOOTHING BALM
100g / 3.5 Oz.

Restore your hair to its healthy state. Gold Pleasure Oil delivers a smooth and featherlike softness to hair in need of repair. Keratin strengthens the hair shaft while Native Australian Macadamia Oil adds gloss and shine.

HOLD 0.0
FINISH 2.5



MINI MINERALS

Every Original & Mineral care, treatment and styling product is also available in an adorable Mini Mineral size, perfect for your purse, pocket or travel pouch.

For the ultimate holiday or gift set, choose one of our Mini Minerals Packs, each featuring the ideal combination of care and treatment or styling products for your hair type.



A collection of OriginalMineral hair care products, including bottles of shampoo, conditioner, and styling products, arranged on a white background. The products are in various sizes and colors, including white, orange, and green. The OriginalMineral logo is visible on several of the products.

INFORMATION: ORIGINALMINERAL.COM
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