Original 4 ineral STYLE BIBLE

We've thought hard for hair. The root cause of bad hair days is stress. So we're calling time on the chemical overload. Our mission is to challenge the artificial norms of professional hair care with the message that healthy hair begins when it's stress-free.

'Use Your Head' is our motto. O&M: Bridging the gap between natural and luxury.

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OUR STORY

At Original & Mineral, our vision is to bring nature and luxury together in a line of Australian-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 Davidsonia Plum, as well as quality essential oils that deliver real benefits.

I'm Jose Bryce Smith, founder of O&M, and I have always been passionate about natural products, well-being and beauty. When I saw first hand 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 ground-breaker that performed with no

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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 and 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.

Jose Bryce Smith CEO & Founder

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THE O&M CARE METHOD THREE-STEP METHOD



THE PERFECT KIND OF CLEAN

As our cleansers do not contain harsh chemicals, we have created an O&M Method to achieve the perfect clean hair.

STEP ONE DETOX

The first step is to remove buildup and residues to prepare the hair for the treatment. Use **O&M ORIGINAL DETOX SHAMPOO** as your gentle surface exfoliant.

STEP TWO CLEANSE

Treat the hair with a texture-specific cleanser.

O&M FINE INTELLECT, O&M MAINTAIN THE MANE, O&M HYDRATE AND CONQUER or O&M CONQUER BLONDE.

STEP THREE

To seal the deal, moisturize the hair. **0&M FINE INTELLECT, MOISTURIZE O&M MAINTAINTHE MANE, O&M HYDRATE AND CON- QUER, O&M SEVEN DAY MIRACLE, O&M POWER BASE**

or **O&M CONQUER BLONDE.**



NOTES			

Sulfates
MIT
Sodium Chloride
Parabens
Propylene Glycol
Phthalates
Triclosan

O&M ORIGINAL DETOX SHAMPOO



WHAT IS IT

BEST FOR

HOW TO USE

WHAT'S POWERING IT

Deep-cleansing shampoo – color safe.

Removing impurities, mineral deposits, buildup of styling products and chlorine without stripping away the hair's essential natural oils. Can be used for all hair types and on colored or non-colored hair. Loved by men and gym junkies too.

After wetting hair, apply liberally. Massage into scalp and around the hairline, then rinse. For a deep cleanse, leave on hair for 5 minutes. Rinse, and follow with conditioning treatment.

Peppermint Oil

A natural oil that stimulates the hair and scalp while providing an invigorating and cooling effect.

Cucumber Extract and Grapefruit Extract

Natural plant extracts rich in Vitamin C and antioxidants, this dynamic duo helps prevent aging.

Jojoba Esters

Naturally derived from Jojoba oil, the esters help retain color and prevent fading.



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O&M ORIGINAL DETOX[™] SHAMPOO FOR THE ULTIMATE CLEANSE SHAMPOOING NETTOYANT EN PROFONDEUR

350ml / 11.8 Fl. Oz. Liq. Θ

FINE INTELLECT SHAMPOO



WHAT IS IT

BEST FOR

HOW TO USE

WHAT'S POWERING IT

Volume-building shampoo – color safe

Building volume into lightweight, flyaway locks. Formulated with a potent cocktail of native Australian actives that work to pump up hair from the roots, Fine Intellect Shampoo is tailor-made for fine hair.

After wetting hair, apply liberally and massage into scalp and around the hairline. Rinse, then follow up with suggested conditioning treatment.

Lilly Pilly

A native Australian plant extract ingredient very high in Vitamin C that acts as a natural collagen, plumping the hair.

Davidsonia Plum

A natural plant extract from the Australian rainforest that helps protect hair from oxidization and sun damage.

Keratin

A natural building block for hair, Keratin helps to repair hair damage, fight frizz and protect strands.

Rice Protein

A natural protein that adds softness and mobility while it strengthens the hair for continued damage repair and prevention.

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WHAT IS IT

Volume-building conditioner – color safe.

BEST FOR

Building volume into lightweight, flyaway locks. Formulated with a potent cocktail of native Australian actives that work to pump up hair from the roots, Fine Intellect Conditioner is tailor-made for fine hair.

HOW TO USE

After shampooing, remove excess water and apply Fine Intellect Conditioner. Massage on midlengths and ends, working upward. Comb through, then rinse and proceed with styling.

WHAT'S POWERING IT

Lilly Pilly

A native Australian plant extract ingredient very high in Vitamin C that acts as a natural collagen, plumping the hair.

Davidsonia Plum

A natural plant extract from the Australian rainforest that helps protect hair from oxidization and sun damage.

Keratin

A natural building block for hair, Keratin helps to repair hair damage, fight frizz and protect strands.

Coco-Caprylate

A coconut oil derived moisturizer and detangling agent that adds smoothness and luster to the hair.

MAINTAIN THE MANE SHAMPOO



WHAT IS IT

Everyday shampoo – color safe.

BEST FOR

Daily use. This is a perfect everyday moisturizing shampoo to leave the hair looking their best.

HOW TO USE

After wetting hair, apply liberally. Massage into scalp and around the hairline. Rinse, then follow up with suggested conditioning treatment.

WHAT'S POWERING IT

Banksia

A native Australian tree extract rich in antioxidants and amino acids.

Red Spider Flower

A native Australian flower extract that helps to nourish and revitalize hair.

Pro Vitamin B5

A vital ingredient to help soften the hair.

Evening Primrose Oil

A natural oil that helps to add moisture and maintain the condition of the hair.

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WHAT IS IT

Everyday conditioner – color safe.

BEST FOR

Gentle and nourishing, this is a perfect everyday conditioner to leave locks looking their best. Can be used for all hair types. Safe for colored or non-colored hair.

HOW TO USE

After shampooing, remove excess water and apply Maintain The Mane Conditioner. Massage on midlengths and ends, working upward. Comb through, then rinse and proceed with styling.

WHAT'S POWERING IT

Banksia

A native Australian tree extract rich in antioxidants and amino acids.

Red Spider Flower

A native Australian flower extract that helps to nourish and revitalize hair.

Organic Coconut Oil

A natural superfood that provides the ultimate hydration boost as well as superior detangling benefits.

Shea Butter

A natural butter designed to soften and hydrate the hair.

HYDRATE & CONQUER SHAMPOO



WHAT IS IT

Hydrating shampoo – color safe.

BEST FOR

Adding moisture to dry, thick, damaged, chemically treated or colored hair. This hydrating hero with nutrient-rich Tasmanian Sea Kelp helps to revitalize tired and stressed locks.

HOW TO USE

After wetting hair, apply liberally. Massage into scalp and around the hairline, then rinse.

WHAT'S POWERING IT

Quandong

Naturally derived Australian desert plant extract high in vitamin C, proteins and essential fatty acids. Keeps the hair healthy and nourished.

Dessert Lime

A natural antioxidant that helps fight free radicals and prevent premature aging.

Irish Moss Extract

A deeply hydrating natural moisturizer.

Tasmanian Sea Kelp

A plant extract packed with vitamins and amino acids to help repair the hair.

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WHAT IS IT

Hydrating conditioner – color safe.

BEST FOR

Adding moisture to dry, thick, damaged, chemically treated or colored hair. This hydrating hero with Organic Coconut Oil helps quench and smooth thirsty locks.

HOW TO USE

After shampooing, remove excess water and apply Hydrate & Conquer Conditioner. Massage on midlengths and ends, working upward. Comb through, then rinse and proceed with styling.

WHAT'S POWERING IT

O&M Signature Oil Blend

A natural blend of organic coconut and organic macadamia oils that help recondition the hair, protecting it and leaving it glossy and knot-free.

Quandong

Naturally derived Australian desert plant extract high in vitamin C, proteins and essential fatty acids. Keeps the hair healthy and nourished.

Dessert Lime

A natural antioxidant that helps fight free radicals and prevent premature aging.

Tasmanian Sea Kelp

A plant extract packed with vitamins and amino acids to help repair the hair.

CONQUER BLONDE SILVER SHAMPOO



WHAT IS IT

BEST FOR

HOW TO USE

WHAT'S POWERING IT

Silver shampoo – color safe.

Removing dull yellow tones. Making blonde and silver hair sparkle, reviving true natural grey tones, banishing brassy tones and refreshing salon color.

After wetting hair, apply liberally. Massage into scalp and around the hairline. Leave in for a minimum of 2 minutes. For a more intense result, leave in for a maximum of 5 minutes, then rinse.

Violet Pigment

A color shine molecule that is designed to help remove brassiness from blonde and silver hair.

Desert Lime

A natural antioxidant that helps fight free radicals and prevent premature aging.

Aloe Vera

A plant extract that naturally softens and hydrates the hair.

Jojoba Esters

Naturally derived from Jojoba oil, the esters help retain color and prevent fading.

CONQUER BLONDE SILVER MASQUE



WHAT IS IT

BEST FOR

HOW TO USE

WHAT'S POWERING IT

Silver masque – color safe.

Removing dull yellow tones. Making blonde and silver hair sparkle, reviving true natural grey tones, banishing brassy tones and refreshing salon color.

After shampooing, remove excess water and apply Conquer Blonde Silver Masque. Massage on midlengths and ends, working upward. Leave in for a minimum of 2 minutes. For a more intense result, leave in for a maximum of 5 minutes, then rinse and proceed with styling.

Violet Pigment

A color shine molecule that is designed to help remove brassiness from blonde and silver hair.

O&M Signature Oil Blend

A natural blend of organic coconut and organic macadamia oils that help to recondition the hair, protecting it and leaving it glossy and knot-free.

Quandong

Naturally derived Australian desert plant extract high in vitamin C, proteins and essential fatty acids which keep the hair healthy and nourished.

Shea Butter

A natural butter that softens and hydrates the hair.

SEVEN DAY MIRACLE MOISTURE

MASQUE



WHAT IS IT

Intense moisture masque – color safe.

BEST FOR

Nourishing dry hair damaged by heat or coloring. Seven Day Miracle repairs hair, leaving it feeling soft and looking healthy.

HOW TO USE

After shampooing, rinse and apply Seven Day Miracle for a minimum of 2 minutes. Leave on for 10 minutes for a more intense masque. Then, rinse and style.

WHAT'S POWERING IT

O&M Signature Oil Blend

A natural blend of organic coconut and organic macadamia oils that help leave the hair thickened and hydrated.

Quandong

Naturally derived Australian desert plant extract high in vitamin C, proteins and essential fatty acids which keep the hair healthy and nourished.

Desert Lime

A natural antioxidant that helps fight free radicals and prevent premature aging.

Shea Butter

A natural butter that helps to soften and hydrate the hair.

Sweet Almond Oil

A natural oil rich in vitamin E that helps to keep hair frizz-free and glossy.

THE POWER BASE PROTEIN MASQUE



WHAT IS IT

BEST FOR

HOW TO USE

WHAT'S POWERING IT

Protein rich masque – color safe.

Repairing dry, damaged, weak hair. The Power Base is an intense dual action treatment that works to moisturize and infuse healing proteins into the hair.

After shampooing, remove excess water and apply The Power Base for a minimum of two minutes. Massage on midlengths and ends, working upward. For a more intense treatment, leave on for 10 minutes. Comb through, then rinse and proceed with styling.

Apricot Kernel Oil

A natural oil that helps to nourish the hair and combat frizz.

Rice Protein

A natural protein that helps to strengthen the hair and boost fullness and growth.

Shea Butter

A natural butter that helps to soften and hydrate the hair.

Vitamin E

An intense antioxidant and moisturizing oil.

THE O&M STYLE METHOD THREE-STEP METHOD



THE
PERFECT
KIND OF
STYLE

At O&M we believe in the perfect style. So we created a 3-step style method to help guide you on when and how to use our styling aids.

STEP ONE HYDRATE

Hydrate the hair when wet or after a fresh shampoo. Remove the tangles and hydrate your hair in the same step. **O&M KNOW KNOTT** is best for this step.

STEP TWO FOUNDATION

This is the foundation step for your hairstyle. Best applied on towel-dried or 70% dry hair. Select the O&M product best suited for your hairstyle.

O&M ROOTALICIOUS, O&M ATONIC, O&M STYLE

STEP THREE FINISH

This is the final step to your hairstyle. Best used when hair is completely dry and styled. Best products for this step are **O&M ORIGINAL QUEENIE, O&M FRIZZY LOGIC, O&M SURF BOMB, O&M K-GRAVEL** or **O&M C-PASTE.**



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KNOW KNOTT CONDITIONING DETANGLER



WHAT IS IT

BEST FOR

HOW TO USE

WHAT'S POWERING IT

Ultra hydrating conditioning leave-in detangling spray.

Detangling knots, weightless protection and conditioning wet or dry hair.

Spritz generously in midlengths and ends all over freshly washed or dry hair and comb through. Spray directly onto bigger tangles. Style.

O&M Signature Oil Blend

A natural blend of organic coconut and organic macadamia oils that help to recondition the hair, protecting it and leaving it glossy and knot-free.

Quandong

Naturally derived Australian desert plant extract high in vitamin C, proteins and essential fatty acids. Keeps the hair healthy and nourished.

Desert Lime

A natural antioxidant that helps fight free radicals and prevent premature aging.

Pro-Vitamin B5

Shields colored hair from UV damage to guard against color fade.

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STYLING NOTES	



ATONIC THICKENING SPRITZ



WHAT IS IT

BEST FOR

HOW TO USE

WHAT'S POWERING IT

Thickening setting spray.

Building volume and texture into lightweight, fine, flyaway hair.

Spray onto towel-dried freshly washed hair before blow drying. Spritz into dry hair for heat protection before using curling wands or other heat styling aids.

Lilly Pilly

A native Australian plant extract ingredient very high in Vitamin C that acts as a natural collagen, plumping the hair.

Davidsonia Plum

A natural plant extract from the Australian rainforest that helps protect hair from oxidization and sun damage.

Keratin

A natural building block for hair. Adds strength and has reconstructing properties.

Organic Coconut Oil

A natural superfood that provides the ultimate hydration boost as well as superior detangling.

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ROOTALICIOUS ROOT LIFT



WHAT IS IT

Root lift and volume mousse of the future.

BEST FOR

Adding volume and root lift to hair, giving the hair moisture and shine without weighing it down.

HOW TO USE

Shake well, spray into the palm of your hand. Massage into 50% dried hair. Then blow dry Rootalicious into hair with round brush. Finish with your favorite heat styler.

WHAT'S POWERING IT

Lilly Pilly

A native Australian plant extract ingredient very high in Vitamin C that acts as a natural collagen, plumping the hair.

Quandong

Naturally derived Australian desert plant extract high in vitamin C, proteins and essential fatty acids that keep the hair healthy and nourished.



PROJECT SUKUROI GOLD SMOOTHING BALM



WHAT IS IT

BEST FOR

HOW TO USE

WHAT'S POWERING IT

Gold smoothing balm.

Dry, damaged hair that needs repair and smoothing.

Using your fingertips, scoop a small amount onto clean, damp hair. Comb through and style with a blow dryer. For extreme repair, flat iron into dry hair.

Gold of Pleasure Oil

Originating from a flowering plant known as Camelina, this oil will hydrate, condition and protect the hair from aging with its antioxidant content without the oiliness. Hair will be left with a featherlike softness thanks to its high Omega 3 and essential fatty acids content.

O&M Signature Oil Blend

A natural blend of organic coconut and organic macadamia oils that help to recondition the hair, protecting it and leaving it glossy and knot-free.

Keratin

To strengthen, rebuild and smooth.



STYLING NOTES	
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Original Mineral The PROJECT SUKUROI TO GOLD SMOOTHING BALM BAUME DORÉ LISSANT

ORIGINAL QUEENIE FIRM HOLD HAIRSPRAY



WHAT IS IT

BEST FOR

HOW TO USE

WHAT'S POWERING IT

Firm hold hairspray with flexibility.

Setting hairstyles. Set it and forget it. Or set and brush hairstyle through for firm hold with a flexible movement.

Shake well, spray an arm's distance away from finished hairstyles to make them last well into the evening.

Lilly Pilly

A native Australian plant extract ingredient very high in Vitamin C that acts as a natural collagen, plumping the hair.

Quandong

Naturally derived Australian desert plant extract high in vitamin C, proteins and essential fatty acids that keep the hair healthy and nourished.



STYLING NOTES

C-PASTE

PLIABLE LIGHT WEIGHT FIBRE



WHAT IS IT

BEST FOR

HOW TO USE

WHAT'S POWERING IT

A light weight pliable hair paste.

Injecting a dose of texture, moveable shape and moisturizing shine into short and long styles alike.

Using your fingertips, take a small amount into palms and then work into clean damp or dry hair. Work through the midlengths and ends of hair for soft, pliable movement and a lustrous shine.

Organic Coconut Oil

A natural superfood with essential fatty acids that nourish the scalp while providing the ultimate hydration boost.

Soy Wax

A natural biodegradable plant-based wax that provides excellent hold and a natural sheen.

Glycerine

A plant-based moisturizing and conditioning agent.



STYLING NOTES	
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Original 4 ineral C PASTE™ PLIABLE LIGHT WEIGHT FIBRE FIBRE LÉGÈRE PLIABLE

SURF BOMB SEA SALT SPRAY



WHAT IS IT

Texturizing sea salt spray.

BEST FOR

Creating texture and movement. Surf Bomb delivers a sexy tousled style to locks.

HOW TO USE

Shake well, spray through damp or dry locks to add instant texture whether left to dry naturally or with help from a blow dryer or diffuser.

WHAT'S POWERING IT

Australian Sea Salt

Gives the hair the perfect dry texture to achieve relaxed beachy waves.

Cucumber Extract

A natural plant extract rich in Vitamin C and antioxidants that helps prevent aging.

UV Protectors

Helps protect hair from the sun. Specially formulated for colored hair, these UV protectors are designed to help guard against color fade.



STYLING NOTES



FRIZZY LOGIC SHINE SERUM



WHAT IS IT

Smoothing shine serum - our original hero product.

BEST FOR

Frizzy, curly or out of control hair that needs smoothing, calming and protection from humidity.

HOW TO USE

Squeeze a few drops in your palm and apply to the midlengths and ends of freshly washed hair for heat protection and to cut down on blow drying time.

WHAT'S POWERING IT

Cold Pressed Organic Argan Oil

Rich in oleic acid, its lightweight nature leaves the hair feeling soft and nourished.

O&M Signature Oil Blend

A natural blend of organic coconut and organic macadamia oils that help to recondition the hair, protecting it and leaving it glossy and knot-free.

Vitamin E

An intense antioxidant and moisturizing oil.



STYLING NOTES		



FRIZZY LOGIC FINISHING SHINE SPRAY



WHAT IS IT

HOW TO USE

WHAT'S POWERING IT

Frizzy Logic Finishing Shine Spray calms and smoothes the hair, protects it from humidity, while adding shine and hold to give a silky, lustrous texture.

Mist directly onto dry hair for high shine and controlled finish. Can be layered over any O&M product. Apply directly onto hair or in fingertips for perfect separation.

Cold-Pressed Organic Argan Oil

Rich in oleic acid, its lightweight nature leaves the hair feeling soft and nourished.

Organic Macadamia Oil

A natural native Australian oil that helps to recondition the hair, leaving it smooth and glossy.

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STYLING NOTES		



K-GRAVEL TEXTURE CLAY



WHAT IS IT

Dry texture clay.

BEST FOR

Adding texture and shape to shorter styles.

HOW TO USE

Warm a small amount of K-Gravel up in your hands before twisting it through the midlengths and ends for soft, pliable movement.

WHAT'S POWERING IT

Mineral Kaolin

A mineral-based clay that leaves a matte modern feel and finish to the hair.

Carnauba Wax

A plant-based wax that provides excellent hold and a natural sheen.

Jojoba Seed Oil

Hydrates the hair from the inside of the shaft.



STYLING NOTES	

Original Mineral K-GRAVEL TEXTURE CLAY ARGILE TEXTURANTE

STYLE GURU STYLING CREAM



WHAT IS IT

BEST FOR

HOW TO USE

WHAT'S POWERING IT

Lightweight styling cream.

Dry or damp hair ready to be styled.

Pump a small amount into your palm; apply to damp hair and blow dry for volume control. For a super slicked back look, apply to damp hair, comb through and dry. For a heavy textured effect, work through the hair creating movement then blow dry or let dry naturally.

Vitamin E

An intense antioxidant and moisturizing oil.

Quandong

Naturally derived Australian desert plant extract high in vitamin C, proteins and essential fatty acids. Keeps the hair healthy and nourished.

Shea Butter

A natural butter that is designed to soften and hydrate the hair.

Organic Coconut Oil

A natural superfood that provides the ultimate hydration boost as well as superior detangling.

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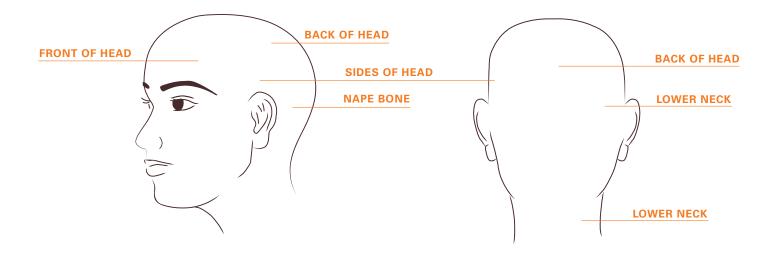
STYLING NOTES		



SCALP MASSAGE

- 1. Using your fingertips, massage, starting with your hands positioned one at the nape bone and one at the front of the head. Move in a circular motion. Repeat this eight times (8 x).
- 2. Change your hands and place on either side of the head. Repeat this eight times (8 x).
- 3. Glide down to the back of the nape bone. Using index finger, apply pressure all the way up to the front of the head.
- 4. Apply pressure to 6 points. Using your thumbs, glide down the front of the hairline to the temples. Repeat this eight times (8 x).
- 5. From the temples, apply 3 pressure points through the auriculas, using your index fingers. Then, pull up on the nape bone for five seconds. Then, massage the trapezius area six to eight times (6-8 x).
- 6. Place fingertips onto the scalp and massage in a circular motion starting at the back of the head and moving all over the head. Repeat this eight times (8 x).
- 7. Starting at "prayer position" glide hands down forehead eight times (8 x).
- 8. Start at temples and massage in circular motions using index fingers. Repeat this eight times (8 x).
- 9. Finish by applying pressure to temples.
- 10. Lift hands and rinse the hair.

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