



## **Botanical Detox**

**DETOX, FRESHNESS AND LIGHTNESS FOR SCALP AND HAIR.** AGAINST STRESS FACTORS, TREATMENTS WITH 100% OF INGREDIENTS OF BIODYNAMIC, ORGANIC, ETHICAL AND NATURAL ORIGIN.



# stress factors for scalp and hair

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We regularly exfoliate face and body with peeling, scrub and gommage that eliminate dead cells, optimise cell turnover, stimulate microcirculation and give a healthy and shiny appearance to the skin.

But there is a part of the skin that we always forget to treat: **the scalp covered by hair, but tested daily by stress factors.**



## RESIDUES OF PRODUCTS

**Styling treatments**, used repeatedly, can accumulate on the follicle, obstructing pores and weakening them. **Even the use of hats, caps, helmets for motorcycles and prolonged stay in closed rooms** do not allow proper scalp oxygenation.



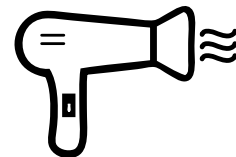
## AGGRESSIVE CLEANSING

Too frequent detergents combined with aggressive products lead to weakening and dehydration of hair lengths. **Water, especially if rich in limestone and copper, washes away the beneficial oils that our scalp produces naturally.**



## POLLUTION

**Thin dust, cigarette smoke and exhaust fumes** are deposited daily on scalp and cuticles, irritating it and making hair dry.



## HOT TOOLS

**Exposure to heat produced by hair dryer, hair straightener and modeling iron**, if used too often, tends to attack, weaken, thin and break hair fibres.



**BOTANICAL DETOX** is the line that contains the best plant-based and mineral ingredients to purify, nourish, detoxify and give energy to scalp and hair, guiding senses to unique wellness experiences.



## STRESS FACTORS



ATMOSPHERIC  
POLLUTION



RESIDUES OF PRODUCTS  
ON SCALP AND HAIR



USE OF HATS AND/OR  
ACCESSORIES THAT PREVENT  
THE SCALP'S PROPER BREATHING

## DETOX SOLUTION



HERBS & CLAY  
PEELING CLEANSER



## STRESS FACTORS



AGGRESSIVE  
CLEANSING



HOT  
TOOLS

## DETOX SOLUTION



PLANT & MINERAL REFRESH





# herbs & clay peeling cleanser

**THE CLEANSING + DETOXIFYING PEELING THAT FOLLOWS THE PHASES OF THE MOON. COMPOSED ENTIRELY OF 100% PURE, NATURAL RAW MATERIALS, FULL OF THE MAXIMUM ENERGETIC POWER**

100% MADE WITH BIODYNAMIC SAVORY, ORGANIC HORSETAIL, ETHICAL PINK CLAY AND SOAP NUT



160 g.

- Gently cleanses hair and scalp with 100% natural ingredients.
- Gives softness, shine and moisture to hair.\*
- Performs a slight peeling on the scalp, promoting cell renewal and a correct scalp balance.
- Reactivates scalp microcirculation and oxygenation.
- Makes hair toned, light and clean.
- Helps the hairstyle last longer.
- Depending on the desired effect (reinforcing, calming, antioxidant), mix with STRENGTHENING BLEND, RELAXING BLEND or ANTIOXIDANT BLEND. Following the suggested moon phases enhances the treatment effect.

\* If necessary, apply a small amount of conditioner on lengths for a more powerful detangling effect.

# 100% naturally derived ingredients

COMPOSED ENTIRELY OF 100% PURE, NATURAL RAW MATERIALS THAT HAVE NOT UNDERGONE REFINING PROCESSES, FULL OF THE MAXIMUM ENERGETIC POWER.



**biodynamic  
savory**

**Rich in tannins, it has a strengthening action on the hair bulb.** It's a powerful antioxidant, helping to prevent and counteract damage caused by free radicals.



**organic  
horsetail**

**Re-mineralising and strengthening, it increases scalp and hair elasticity.** Stimulates and tones the scalp to counteract hair loss. Regenerates and re-mineralises the hair's structure.



**fair-trade  
Amazonian pink clay**

Obtained from mixing red and white clay, it has skin-purifying and softening properties. **It works directly on the scalp and regulates sebum production.**



**soap  
nut**

Fruit of a tree that lives in tropical climates, soap nuts contain saponin, **a very powerful, disinfectant and antibacterial natural cleansing substance.** Gives natural softness and shine to hair.





# strengthening blend

## STRENGTHENING AND STIMULATING BLEND

WITH 100% ESSENTIAL OILS:  
BIODYNAMIC MINT, ROSEMARY,  
THYME AND LEMON



7 ml

- Stimulates microcirculation in the scalp, favouring the growth of strong and healthy hair.
- It has a protective effect, preserving the hair shaft from oxidation.
- Restorative action, provides shine to your hair.

# relaxing blend

## REBALANCING AND DETOXIFYING BLEND

WITH 100% ESSENTIAL OILS:  
BIODYNAMIC FENNEL, SAGE,  
LAVENDER AND CEDAR



7 ml

- Promotes the natural detox of hair and scalp, which are purified from impurities and toxins.
- Relaxes and calms sensitive scalps.
- Provides shine and vitality

# antioxidant blend

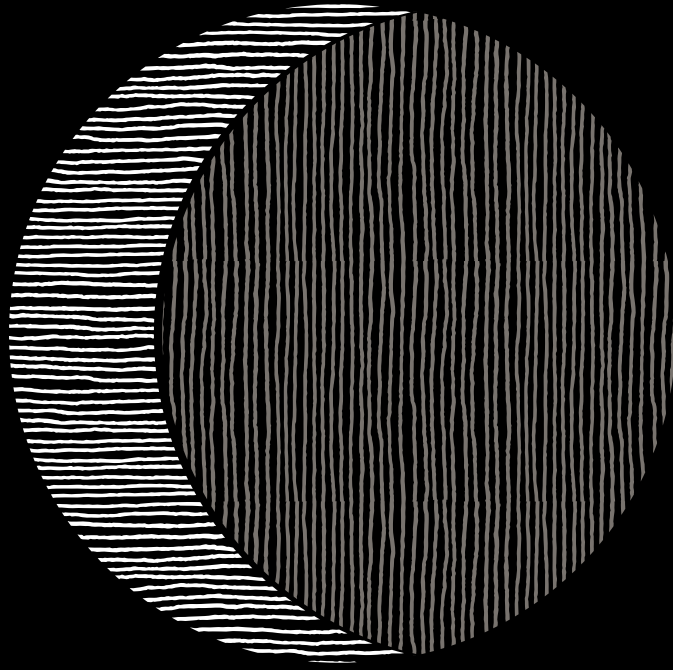
## ANTIOXIDANT AND NOURISHING BLEND

WITH 100% ESSENTIAL OILS: BIO-  
DYNAMIC BLOOD ORANGE, BA-  
SIL, LEMON BALM AND BERGAMOT



7 ml

- Rich in Vitamin C, this blend protects the hair against ageing.
- Acts as a barrier against dehydration caused by external agents.
- Nourishes the hair fiber deep down, providing an energising and brightening action.



# In harmony with the cosmos, to increase effectiveness.

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NATURE IS NOT ONLY WHAT IS FOUND ON THE GROUND, BUT ALSO THAT WHICH IS ABOVE US.

LIFTING OUR EYES TO THE SKY, THERE IS A POWERFUL AND MYSTERIOUS STAR THAT WATCHES OVER THE LIFE OF MEN AND NATURE: **THE MOON.**

The Moon has an effect on plantings and harvests, it determines the ebb and flow of the tides, it even has an effect on births and enhances hair growth and beauty.

**Biodynamic agriculture is also strongly linked to compliance with the lunar calendar.**



PERFORMING HERBS AND CLAY PEELING CLEANSER IN CONJUNCTION WITH THE LUNAR PHASES INCREASES THEIR POWER AND EFFECTIVENESS.

## In what way?

The moons complete a cycle of approximately 29 days, which can roughly be divided into two phases, of around two weeks each:



### WAXING MOON

(FROM THE NEW MOON TO THE FULL MOON)

From the new moon to the full moon the roots absorb nourishment, sap in full swing, the plants grow strongly. It is the time to recharge the hair with moisturising, antioxidant and fortifying ingredients, as they will be absorbed by the hair fibre to the maximum.



### SUGGESTED TREATMENTS:

HERBS & CLAY PEELING CLEANSER  
+ ANTIOXIDANT BLEND or STRENGTHENING BLEND

### WANING MOON

(FROM THE FULL MOON TO THE NEW MOON)

With the waning moon the pace slows down, as if resting, to be ready to start up again with the new moon. It is the right time to implement soothing, purifying and calming strategies, to let the scalp rest.



### SUGGESTED TREATMENTS:

HERBS & CLAY PEELING CLEANSER  
+ RELAXING BLEND



#### STEP 1.

Pour 3 to 6 wooden spoon of **HERBS & CLAY PEELING CLEANSER** (depending on the amount of hair) into the wooden bowl and gradually add a small amount of hot water until obtaining a paste.



#### STEP 2.

Mix the compound with an **BAMBOO BLENDER** working it until it is perfectly blended.



#### STEP 3.

Add 10 drops of **STRENGTHENING BLEND** or **RELAXING BLEND** or **ANTIOXIDANT BLEND**, according to the type of hair and the desired treatment. **FOLLOWING THE LUNAR CALENDAR, THE EFFECTIVENESS OF THE TREATMENT WILL INCREASE.**



#### STEP 4.

Apply the compound on wet hair and massage it on scalp and lengths for about 5 minutes. The treatment gently cleanses without producing foam. Rinse thoroughly, repeat if necessary and style.



plant & mineral  
refresh

BLEND BOTANICO-MINERALE DETERGENTE  
SENZA ACQUA E VOLUMIZZANTE PER CAPELLI CON  
MENTA BIODYNAMICA, ARANCIA BIOLOGICA,  
MISCELLA ROSA ETICA E ZEOLITE. / WATERLESS  
BOTANICAL-MINERAL CLEANSING AND VOLUM-  
IZING HAIR BLEND WITH BIODYNAMIC MINT, ORA-  
NGE, ETHICAL PINK CLAY AND ZEOLITE





# plant & mineral refresh

NEW

**WATERLESS BOTANICAL-MINERAL CLEANSING AND VOLUMINISING HAIR BLEND WITH BIODYNAMIC MINT, ORGANIC ORANGE, ETHICAL PINK CLAY AND ZEOLITE**

100% PLANT AND MINERAL BASED / WATERLESS / TALC FREE / DERMATOLOGICALLY TESTED / NICKEL TESTED



36 g.

## NEW LIFE TO HAIR AND SCALP BETWEEN WASHINGS

- Refreshes your look without the need for water.
- Absorbs excess sebum leaving hair light, voluminous and delicately scented.
- Lengthens times between washes.
- Quickly arranges your hair in every situation.
- Helps the hairstyle last longer.
- Decreases thermal stresses related to the use of hot tools for drying and styling.
- Remineralises and strengthens the hair.
- Calms itching and irritation.

## BODY AND VOLUME FOR ALL TYPES OF HAIR

- Gives life and volume to roots of clean or unclean hair.
- Ideal for fine hair, because it gives body without weighing hair down.
- Suitable for straight, curly, wavy, fine-to-thick hair.

## USE

Spread on the roots and massage to distribute the product.  
Brush to eliminate any residues.

# 100% naturally derived ingredients



## biodynamic mint

**Astringent and purifying, it lightens and refreshes roots, helping them to purify themselves from excess sebum.** It stimulates the growth of healthy hair. With antiseptic properties, it fights scalp itching.



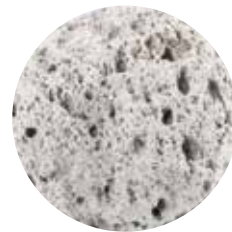
## cassava and rice starch

A **complex of starches** of different and balanced molecular weights **that absorb greasiness and give lightness to hair.** With soothing properties, they also provide comfort to the scalp. Rich in protein, they strengthen the hair stem.



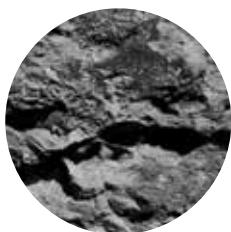
## organic orange

**Gives shine and energy.** With sebum-regulating properties, orange is recommended for oil-prone hair.



## pumice stone

A lava stone powder that works synergistically with starches, completing their sebum-absorbing action. **It remineralises and energises the hair fibre.**



## zeolite

Also known as the “body scavenger” due to its purifying and detoxifying properties, **zeolite absorbs toxins and chemical products, trapping them within its crystalline structure and removing them from the body.** A scalp ally, it relieves scalp irritation and fights free radicals.



## ethical Amazonian pink clay

Obtained from mixing red and white clay, it has skin-purifying and softening properties. **It works directly on the scalp and regulates sebum production.**



# THE BOTANICAL DETOX PATH IN THE SALON AND AT HOME





# IN THE SALON

## herbs & clay peeling cleanser



Purify, stimulate and oxygenate scalp and hair, freeing them from product residues and smog.



### DEDICATED TO:

- Customers with healthy scalp and no particular imbalances, to prevent any anomalies
- To purify the scalp for customers who received a colouring treatment
- Customers who will undergo a HAIR-LOSS treatment

### MAIN FEATURES:

- A cleansing gommage that frees the scalp from impurities, smog and product accumulation, oxygenating it
- A 100% natural service
- A treatment that becomes more effective if performed concurrently with lunar cycles

### HOW OFTEN TO USE:

- Once a month, in healthy scalp conditions
- One week after colouring treatment, to cleanse the skin scalp
- Prior to HAIR-LOSS treatment, to prepare the scalp to receive intensive lotions

# AT HOME plant & mineral refresh

NEW



Reduce the aggression to scalp and hair resulting from excessive washing and the use of hot tools.



## DEDICATED TO:

- All hair and scalp types
- Those who want to give their hair a light and fluffy appearance between washes

## MAIN FEATURES:

- Refreshes scalp and hair between washes
- Gives vitality and freshness to scalp and hair
- Adds volume
- It can also be used on clean hair, to give volume
- Helps the hairstyle last longer

## HOW OFTEN TO USE:











- Use as needed





# 100% natural, 100% sustainable treatments

Made entirely with ingredients from plants and minerals, BOTANICAL DETOX treatments are gentle on scalp and hair, as well the environment.

   <p><b>3 in 1</b></p> 	<p><b>herbs &amp; clay peeling cleanser</b></p> <ul style="list-style-type: none"><li>• No use of water during production and packaging phases.</li><li>• No chemical flows into drains.</li><li>• 3 in 1 product (peeling detox + detergent + light conditioning), its application requires a smaller amount, compared to the use of three different products.</li><li>• The amber glass packaging is reusable and infinitely recyclable.</li></ul>
  	<p><b>strengthening blend, antioxidant blend, relaxing blend</b></p> <ul style="list-style-type: none"><li>• No chemical flows into drains.</li></ul>
  	<p><b>plant &amp; mineral refresh</b></p> <ul style="list-style-type: none"><li>• Formulated without water.</li><li>• Its application does not require water.</li><li>• Leaves your hair fresh by reducing the number of washes.</li><li>• No chemical flows into drains.</li><li>• The amber glass packaging is reusable and infinitely recyclable.</li></ul>

# BOTANICAL DETOX IN THE SALON

## 100% natural tools and materials



### WOODEN BOARD

The presentation of a treatment is essential. WOODEN BOARD is the **100% natural tray** that gives mood and emotion to the salon clients. A birchwood tray with special spaces to accommodate products and tools used for the treatment.



### WOODEN BOWL AND WOODEN SPOON

**Bowl and small spoon made of beech wood.** The roughness of wood meets a minimalist design. The perfect combination for a 100% natural ritual.



### BAMBOO BLENDER

**The bamboo whisk** used in Japanese tradition for the tea ceremony. A tool that carries within the craftsmanship of its creation, the nobility of a ceremonial object and the flexibility of the bamboo from which it is made

# BOTANICAL DETOX AT HOME

## 100% natural tools and materials



NEW

### PLANT & MINERAL REFRESH EXPO RETAIL

A **100% birchwood counter display** for the in-salon sale of PLANT & MINERAL REFRESH, accompanied by a crowner that presents the formula's key features.



### PLANT & MINERAL REFRESH CONSUMER CARD

**Consumer card** that presents details, characteristics and ways of using the product. To install on the PLANT & MINERAL REFRESH EXPO RETAIL.



Find out more on **oway.it**

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