



# **Hbright** QUICK START GUIDE

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FLUID LIGHT ENHANCER FOR NATURAL AND  
COLORED HAIR

# HBRIGHT

- **RESTORES** LIGHT TO LIFELESS, FADED AND DULL HAIR
- **REVEALS** THE HAIR'S NATURAL BRIGHTNESS
- **ENHANCES** THE INTENSITY OF NATURAL AND COLORED HAIR
- **REVIVES** THE BRILLIANCE OF COSMETIC COLOR

## ACTIVE INGREDIENTS



### BIODYNAMIC

#### BIODYNAMIC HIBISCUS EXTRACT

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



### ORGANIC

#### ORGANIC PERILLA OIL

Rich in fatty acids, it nourishes hair fibers and polishes the stem. Soothing and calming on the scalp, it also provides antiaging benefits due to the high content of flavonoids.



### BOTANICAL

#### COTTON PROTEINS

Softening and nourishing, they strengthen the structure of the hair by preventing dryness and repairing and restoring the hair fiber.



### ETHICAL

#### DATE OIL FROM BURKINA FASO

Nourishing and elasticizing, it improves the structure of the hair fiber over time. OWAY helps improve the lives of several families in the villages of Burkina Faso through the purchase of this raw material.



# MULTIPLE SERVICES

- **DELIVERS** BRIGHTNESS TO DULL LIFELESS HAIR (VIRGIN HAIR)
- **RENEWS** INTENSITY OF NATURAL OR COLOR-TREATED HAIR
- **LIGHTLY CLEANS** COLOR-TREATED HAIR
- CAN BE MIXED WITH 20 VOL, 30 VOL, 40 VOL (DEPENDING ON THE BRIGHTNESS DESIRED)
- CAN BE USED AS A TONER OR SHINE TREATMENT WITH HTONE (9 VOL)
- CAN BE MIXED WITH HNECTAR, HCOLOR, HMELT OR AS A STAND-ALONE TREATMENT. WHEN USED WITH HMELT, IT CAN CREATE FASHION TONES WITH INCREASED LONGEVITY.



# HOW TO USE HBRIGHT

VIRGIN HAIR/COLOR TREATED HAIR/LIGHTENED HAIR



## LIGHT BATHS

Renews color intensity and lightly cleanses previous color

MIX EQUAL PARTS OF **HBRIGHT** AND **HCATALYST (20 VOL AND 30 VOL)** OR **HTONE 9 VOL**

- RECOMMENDED TO APPLY ON MID-LENGTH AND ENDS ONLY

PROCESS TIME: 30 MINUTES

FOLLOW WITH **HBALANCE SHAMPOO** AND **HBALANCE MASK** (3-5 MINUTES)

SPRAY WITH **HRESTORE** AS DESIRED.

## HCOLOR & HNECTAR

Adds extra light reflection to any color and intensifies the color

**HCOLOR + HBRIGHT + HCATALYST**  
EX: 20G HCOLOR + 10G HBRIGHT + 45G HCATALYST

**HNECTAR + HCATALYST + HBRIGHT**  
EX: 10G HNECTAR + 10G HBRIGHT + 20G HCATALYST

PROCESS TIME: 15 TO 30 MINUTES

FOLLOW WITH **HBALANCE SHAMPOO** AND **HBALANCE MASK**

SPRAY WITH **HRESTORE** AS DESIRED

## HMELT

Creates long-lasting fashion tones

**HBRIGHT + HMELT + HCATALYST/HTONE**  
MIX 1 PART HBRIGHT + 1 PART HTONE (9 VOL) OR HCATALYST (20 VOL) WITH DESIRED AMOUNT OF HMELT

PROCESS TIME: 15 TO 20 MINUTES

FOLLOW WITH **HBALANCE SHAMPOO** AND **HBALANCE MASK**

SPRAY WITH **HRESTORE** AS DESIRED

## SHINE TREATMENT

Creates beautiful shine

MIX 1 PART **HBRIGHT** + 1.5 PARTS **HTONE** (9 VOL)

- NOT RECOMMENDED FOR GREY HAIR
- RECOMMENDED TO BE USED ON MID-LENGTH AND ENDS ONLY
- CAN ADD **HMILK** TO HELP DILUTE **HTONE** (9 VOL)

PROCESS TIME: 10-20 MINUTES

FOLLOW WITH **HBALANCE SHAMPOO** AND **HBALANCE MASK**

SPRAY WITH **HRESTORE** AS DESIRED

## TONING HIGHLIGHTS

Tones pre-lightened hair

**HNECTAR/HCOLOR + HBRIGHT + HTONE**  
EX: 10G HNECTAR/HCOLOR + 10G HBRIGHT + 20G OF HTONE

PROCESS TIME: 10 TO 20 MINS OR UNTIL DESIRED TONE IS REACHED

FOLLOW WITH **HBALANCE SHAMPOO** AND **HBALANCE MASK**

# PRICING

18+ TREATMENTS PER BOTTLE

**540 ML/30 ML = 18 APPLICATIONS = \$2.77 PER 30 ML APPLICATION**

## FAQS

**Q: CAN I APPLY TO GREY HAIR?**

A: HBRIGHT IS NOT RECOMMENDED FOR GREY HAIR DUE TO ITS LIGHTNING ABILITY.

**Q: WILL THE HMELT WITH THE HBRIGHT HAVE A LONGER LASTING RESULT COMPARED TO HMILK?**

A: YES, HBRIGHT IS AN EXCELLENT CARRIER TO SUPPORT THE HMELT PIGMENTS FOR A LONGER LASTING RESULT.

**Q: CAN I USE THE HBRIGHT TO MAKE A LIGHTER SHADE?**

A: YES.

EX: NEED A 8.4? MIX 7.4 WITH EQUAL PARTS OF HBRIGHT TO ACHIEVE THE LIGHTER SHADE.

**Q: WILL HBRIGHT LIFT VIRGIN HAIR MORE QUICKLY COMPARED TO COLOR TREATED HAIR?**

A: YES. DUE TO THE SATURATION OF ARTIFICIAL PIGMENT, THE COLOR TREATED AND VIRGIN HAIR WILL NOT LIFT THE SAME.

**Q: CAN THE HBRIGHT BE USED TO “BREAK THE BASE” OF A COLOR?**

A: YES, WHEN HCATALYST 20 VOL, 30 VOL, OR 40 VOL IS USED. KEEP IN MIND WARMTH WILL BE EXPOSED DUE TO LACK OF TONALITY IN HBRIGHT.

**Q: WILL THE HBRIGHT HELP BRIGHTEN AND REFRESH MY COLOR-TREATED ENDS?**

A: YES. IT CAN BRIGHTEN ARTIFICIAL PIGMENT.

**Q: CAN I USE AN APPLICATION BOTTLE WITH HBRIGHT?**

A: IT IS NOT RECOMMENDED TO USE WITH AN APPLICATION BOTTLE. IT BECOMES A GEL-LIKE CONSISTENCY BETTER SUITED FOR A BOWL AND BRUSH.

**Q: DOES THE HBRIGHT HAVE SYNTHETIC FRAGRANCE.**

A: NO, HBRIGHT IS FRAGRANCE-FREE.

**Q: DOES HBRIGHT NEED TO BE SHAMPOOED OUT?**

A: YES, IT IS RECOMMENDED TO USE WITH HBALANCE SHAMPOO AND HBALANCE MASK.

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