



Organic Way

The world's first professional beauty line handcrafted with pure essential oils, biodynamic botanicals, and fair trade ingredients.

ABOUT THE COVER

Blue Tit group x Oway collaboration for OWAYANS 2019 - OCEAN. Inspired by clear, boundless and unexplored undersea worlds, Owayans 2019 pays homage to the oceans that Owayans aim to protect and rediscover.

CREATIVE DIRECTIONS:

BlueTit x Oway

Andi Hinteregger

Perry Patraszewski

Matt Gebbie

PRODUCTS: Oway

PHOTOGRAPHER: Danny Lowe

STYLING: Sally Anne Bolton

MAKE-UP: Marco Antonio

TABLE OF CONTENTS

IT'S UP TO YOU.....	5
ABOUT - Discover the Organic Way.....	6
ETHOS.....	7
COLOR - Hcolor.....	8
COLOR - Hnectar.....	10
LIGHTENING - Hbleach, Hcatalyst.....	12
COLOR - Hmelt.....	14
COLOR - Hsystem.....	15
COLOR - Hbright.....	16
PERMS - Owave.....	17
CARE.....	18
CARE - Specialty Hair Baths.....	20
TREATMENTS - Scalp.....	21
TREATMENTS - Rebuilding.....	23
STYLING.....	24
HOLISTIC WELLNESS - Head.Spa.....	30
HOLISTIC WELLNESS - Hydro-Dhara, Flowerfall.....	31
HOLISTIC WELLNESS - Botanical Detox.....	32
SKINCARE.....	33
SKINCARE - Sunway.....	36
SKINCARE - Men.....	37
BIOGLOSSARY.....	40
CONTACT.....	41



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 DETOXIFY 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, PHYTOPROTEINS AND NOURISHING BUTTERS // IF YOU PREFER INFINITELY REUSABLE AND RECYCLABLE MATERIALS LIKE PRECIOUS, PURE GLASS OVER POLLUTING, DISPOSABLE PLASTIC // IF YOU ARE LOOKING FOR A BRAND WITH A HUMAN FACE THAT PURCHASES THROUGH 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.



Do you know where your product's ingredients come from? We do. Welcome to "OrtOfficina" - our 50,000 SQM of chemical-free farmland tucked away in the rolling hills of Bologna, Italy. From farm to chair: Here, we grow, pick and distill biodynamic botanicals and essential oils without the use of pesticides, solvents, or polluting machinery. It's where our Organic Way takes root.

DISCOVER THE ORGANIC WAY

Organic Way (Oway) is the world's first professional hair color, care, and styling line with biodynamic, organic, and fair trade ingredients.

A Holistic Approach - Oway immerses you and your clients into a multisensorial, non-toxic salon experience with healing biodynamic botanicals, plant butters, and pure essential oils.

Where Italian Quality Meets Nature - Our innovative green chemists hand-select formulas with the highest percentage of natural ingredients and the least amount of chemicals possible.

Beauty and Wellness Exist in Harmony - We believe you should never have to compromise your health for professional results. When you choose the Organic Way, you are deciding to create a healthier, more sustainable way of life, beauty, and business.

Our Ethos



BIODYNAMIC INGREDIENTS

A step above organic, biodynamic farming ensures the most eco-friendly and ethical method of harvesting ingredients by:

- 🌿 Never harming plants, animals, or the planet.
- 🌿 Ensuring soil fertility to grow the strongest, purest plants.
- 🌿 Creating a self-sustaining, environmentally responsible way of harvesting.



GREEN CHEMISTRY

Oway provides consistent, predictable results without sacrificing your mind, body, or career by:

- 🧪 Balancing nature's gifts with innovative biotechnological ingredients.
- 🧪 Rigorously testing and hand selecting only the best formulations.
- 🧪 Never testing on animals or harming the environment.



GLOBAL WELLNESS

We make ethical purchases because true beauty is reflected in how you treat and care for others. We choose to:

- ♥ Partner with verified international fair trade networks.
- ♥ Ensure safe working conditions, fair wages, and protection of the environment.
- ♥ Contribute to the economic stability and well-being of over 800 local communities.



SUSTAINABLE DEVELOPMENT

We're the first professional company in the industry to choose:

- ♻️ 100% infinitely recyclable glass and aluminum packaging.
- ♻️ Guaranteed pureness and protection of ingredients.
- ♻️ Eco-certified materials and minimal packaging.

Hcolor

Breathe easy. There's an Organic Way of Color.

Hcolor is the world's first permanent, ammonia-free hair color formulated with the highest concentration of organic, biodynamic, and fair trade ingredients.

Our green chemists have harmonized both nature and performance with nourishing, effective formulations that even the most sensitive clients will love.

Hcolor's gentle working pH and luxurious micropigments ensure better color absorption, longevity, and 100% grey coverage.

Creamy plant butters and our exclusive color alchemy offer rich, intense and deep results with bright and multi-faceted reflections.

This award-winning line boasts:
89 INTERMIXABLE SHADES
6 TONE BOOSTERS/CORRECTORS
1 BLEACHING BOOSTER



Voted Best Ammonia-Free
Hair Color 2015-2016

Key Ingredients



BIODYNAMIC HIBISCUS

is a powerful antioxidant that protects the hair and scalp. It adds thickness and shine to the hair while preventing split ends and premature greying.



FAIR TRADE DATE OIL

stimulates hair growth and prevents hair loss. It is rich in nutrients like Vitamin B, which add hydration and elasticity to the hair, and fatty acids that prevent moisture loss.



ORGANIC PERILLA OIL

protects from irritation or discomfort by soothing the skin and scalp with its calming, anti-inflammatory benefits. It performs an anti-aging action.



COTTON PROTEINS

prevents drying out and performs repairing and restoring actions on the hair fiber. It softens and nourishes, adds strength, moisture, and elasticity to the hair.

As the industry's first holistic hair color, you and your salon can offer a fume-free experience with exceptional professional color results that are safer and healthier for everyone!

BENEFITS

- Lifts 1-4 Levels
- No Harsh Fumes
- Perfect Grey Coverage
- Glossy, Long-Lasting Color
- Delicate pH Respects Hair Fiber
- Improves Hair Texture Over Time
- Made with Calming Essential Oils
- Free from: Ammonia, Parabens, Petrolatum, Phthalates, PEGs, and GMOs
- Cruelty-Free + Vegan





Hnectar

The world's first professional permanent hair color infusion treatment with the ability to lift 1-3 levels, while improving hair softness and brightness. Hnectar is both a hair color and a treatment that restructures and hydrates hair.

This innovative nectar-based color line harnesses the power of green sugars in its exclusive organic nectar complex which forms the base of the color.

You can achieve soft, permanent hair color results, luminosity and strength, while improving the hair's strength.

Key Ingredients



PAPAMIEL NECTAR

nourishing and revitalizing with a regenerating action on the cells of the upper epidermis. Its high concentration of green sugars creates supple hydration and comfort to the hair and scalp.



ETHICAL YERBA MATE

protects hair against oxidative and endogenous stresses with its powerful antioxidants. Retains cell vitality and prevents aging, while adding elegant sheen and shine.



BIODYNAMIC ELDERBERRY NECTAR

brightening and revitalizing. Makes hair bright and shiny. Ideal remedy for dull and lifeless hair. Treats hair loss and promotes longer, healthier hair.



COTTON PROTEINS

prevents drying out and performs repairing and restoring actions on the hair fiber. It softens and nourishes, adds strength, moisture, and elasticity to the hair.

BENEFITS

- 100% Ammonia-Free
- 41 Permanent Shades
- PPD & Resorcinol-Free
- No Alcohol, Mineral Oil, or Synthetic Fragrance
- Perfect for Soft Grey Blending to Reflective Coverage
- Improves Hair Health Over Time
- Cruelty-Free + Vegan



LIGHTENING

Hbleach



WHO SAID ALL BLEACHING PRODUCTS ARE AGGRESSIVE?

Hbleach is the world's first innovative plant butter based lightener. Nourishing and non-aggressive, Hbleach's plant butter cream formula moisturizes and protects the hair and scalp for clean lightening without any odor or discomfort.

This versatile, easy-to-apply lightener can be used for hand painting techniques, on scalp lightening, and highlighting applications to achieve stunning results.

The Kukui butter contained in Hbleach leaves the hair shiny and healthy with a brilliant gloss effect. Lavender essential oil keeps the scalp soothed, while restoring balance to the hair.

Htone + Hcatalyst



Htone and Hcatalyst are the first liquid plant butter based developer for ammonia-free coloring and lightening services. Its creamy texture is rich in emollients that protect the skin and hair during the service.

The key ingredient, illipe butter, prevents dryness while providing long-lasting nourishment and moisture. It reduces the degeneration of skin cells and restores elasticity to the hair fiber.

Hcatalyst is packaged in a 900 ml, easy-to-pour pouch with 9, 20, 30 and 40 volume choices.

EASY APPLICATION

- ⊕ Hcatalyst and Htone fluid butters can be combined with Hcolor to create a soft, firm and velvety mixture that is extremely easy to apply to the hair.

EXTRA PROTECTION FOR THE SCALP

- ⊕ Thicker, creamier and softer than traditional activators, Hcatalyst and Htone fluid butters offer extra protection for the skin and hair. Their softening and soothing ingredients enhance the skin's natural defenses.

Hmelt 50 ml

Coloring, brightening and revitalizing concentrate pigments

WITH FAIR TRADE PHYTOPIGMENTS, BIODYNAMIC CURLY DOCK
AND ORGANIC MULLEIN

- TO CREATE FASHIONABLE EFFECTS, TO REVITALIZE COSMETIC COLORS, ENHANCE THE HAIR'S NATURAL REFLECTIONS, OR INTENSIFY NATURAL OR COSMETIC COLORS AFTER TREATMENT (STRAIGHTENING OR WAVING)
- PURE COLORING, REVITALIZING AND BRIGHTENING PIGMENTS FOR NATURAL AND COSMETIC COLORS
- YIELD INTENSE AND NATURAL REFLECTIONS
- ORGANIC MULLEIN ADDS INCREDIBLE BRIGHTNESS, BIODYNAMIC CURLY DOCK REMINERALIZES HAIR FIBER



Hmelt Mask 125 ml

Pack to reactivate light and color WITH FAIR TRADE
PHYTOPIGMENTS, BIODYNAMIC CURLY DOCK AND ORGANIC MULLEIN

AVAILABLE IN 6 SHADES

- IT ENLIVENS AND INTENSIFIES THE COLOR AND BRILLIANCE OF COLORED AND NATURAL HAIR
- GIVES VIBRANT AND BRIGHT REFLECTIONS AND INCREASES THE DURATION OF HAIR COLOR
- ORGANIC MULLEIN ADDS INCREDIBLE BRIGHTNESS, BIODYNAMIC CURLY DOCK REMINERALIZES HAIR FIBER
- PROTECTS AND MOISTURIZES TREATED AND NATURAL HAIR DEEP DOWN



Hsystem

The complete holistic hair color tool kit for stylists and salons

Organic Way's Hsystem is a complete holistic hair care and color system that entails phenomenal technical service tools to ensure the hair's health and integrity from start to finish.

PRE-COLOR



Htech clarifying shampoo

Technical preparation shampoo for refractory hair. Gently removes product buildup and impurities.

Hscreen

Prevents color staining on scalp and hands. Shields sensitive spots (small cuts and moles). Protects against staining and discomfort when added to color mix. Can also be used to formulate a clear gloss.

LIGHTENING



Hbleach

Ammonia-free and odor-free plant butter lightening cream (1-5 levels lift).

Hmilk no-stress

This conditioning treatment protects hair in-between tech services and is used to customize developers.

COLOR



Hcolor

Ammonia-free permanent coloring treatment based on biodynamic ingredients.

Hplus

Boosters/correctors rich in pigments to add to Hcolor.

Hypercolor

Color accelerator drops that add shine, assist with grey coverage, and reduce processing time by 70%.

Hcatalyst

Nourishing liquid butter developer for ammonia-free coloring.

POST-COLOR



Hbalance shampoo

Neutralizing, acidifying shampoo that nourishes and moisturizes hair fibers after a technical service.

Hbalance mask

Seals the hair cuticle and balances hair's pH after color.

Hrestore

Restoring vegetable protein spray that rebuilds keratin structure and balances porosity.

Hbright^{540 ML}

Ammonia-free treatment that gives off extra light by enveloping hair in brilliance and shine.

WITH BIODYNAMIC HIBISCUS, ORGANIC PERILLA OIL, BOTANICAL COTTON PROTEINS AND ETHICAL DATE OIL

- GIVES NEW LIGHT AND INTENSITY TO DULL, LIFELESS AND FADED HAIR
- ENHANCES THE HAIR COLOR WITH ULTRA SHINY EFFECTS
- PROMOTES A BRIGHTENING AND ANTIOXIDANT ACTION IN THE HAIR STEM
- PROTECTS HAIR BY RESTORING FIBER QUALITY
- CREATES DELICATE COLORS WITH EXTREMELY NATURAL EFFECTS
- INTENSIFIES THE ILLUMINATING ACTION OF OWAY COLOR TREATMENTS



Owave

Owave is a permanent waving system designed to give support, volume, movement and shape to the hair. It creates a variety of waves from beach waves to defined spiral curls for a bold dynamic look and is customizable to create shape for every desire.

Owave 1A

Waving and elasticizing fluid for resistant and coarse hair types



Owave 1B

Waving and elasticizing fluid for color and chemically treated hair



Owave 2

Neutralizing and fortifying fluid for all hair types



BENEFITS

- Non aggressive formula based on Cysteamine, and amino acid derivative similar to Keratin
- Enriched with botanical active ingredients that protect and elasticize hair fiber during treatment
- Can be used to relax or straighten hair
- Customizable strengths and amounts

INGREDIENTS

Biodynamic Helichrysum Hydrolate - Provides hydration and helps retain moisture during the waving treatment. Fights free radicals and has anti-aging action

Ethical Chia and Flax Extracts - The Flax and Chia provides bio-adhesive properties that adhere to the hair fiber, wrapping the hair in a film that will yield long lasting curls. Polysaccharide film protects hair during treatment, smoothes cuticles and keeps them hydrated.

Organic Blackthorn Extract- Regenerates and strengthens skin hair. Helps yield elasticity and moisture during the waving treatment

Care

Sublime, multisensorial hair baths and conditioners made with biodynamic botanicals, organic essential oils, and fair trade ingredients.



dailyAct | Vigor and energy for the hair's daily well-being

with biodynamic lemon, organic white tea, ethical aniseta, and chestnut proteins



frequent use hair & scalp bath

A gentle cleansing and detoxifying shampoo for the hair and scalp.

frequent use conditioner

Lightweight, daily moisturizing conditioner for daily use or thin hair types.

moisturizing | Deep hydration and nourishment for dry hair

with biodynamic hazel, organic honey, ethical murumuru, and macadamia oil



moisturizing hair bath

Cleanses and restores the hair and scalp's natural moisture levels without over-stripping.

moisturizing hair mask

Replenishes hair's delicate hydrolipid balance for healthy, hydrated hair.

colorUp | Protects hair color against fading and external aggressors

with biodynamic red vine, organic goji berries, ethical kakadu plum, and fire tulip tree



color protection hair bath

Nourishing and protective antioxidant shampoo for colored hair.

color protection hair mask

Polishes and protects the cuticle for long-lasting color results.

xVolume | Brings body, volume, and thickness to thin, lifeless hair

with biodynamic yarrow, organic ginger, and ethical purple rice



volumizing hair bath

Uplifting, gentle cleansing shampoo.

Curly | 360° nutrition for naturally curly or permed hair

with biodynamic liquorice, organic hypericum, and macadamia oil



curly hair bath

Gentle cleansing shampoo with anti-frizz action.

curly hair mask

Nutritious conditioner for bouncy, hydrated curls.

smooth+ | Controls frizz and flyaways for clean, sleek looks

with biodynamic caraway, organic rose, and ethical buriti



smoothing hair bath

Lightweight cleansing shampoo for unruly hair.

smoothing conditioner

Softening and detangling conditioner.

silk'n glow | Repairs and restores unruly, damaged hair

with biodynamic oat extract, organic cupuaçu butter, and brazil nut



silk'n glow hair bath

Restorative, hydrating shampoo for dry, brittle hair.

silk'n glow mask

Deep nourishment and anti-frizz conditioner that seals, polishes, and repairs the cuticle.

rebuilding | Repairs and restores extremely weak and damaged hair

with biodynamic iris, organic basil, ethical teak, and mahogany



rebuilding hair bath

Strengthening phytoprotein shampoo for overly damaged, compromised hair.

rebuilding mask

Restores protein to the hair by nourishing, repairing, and sealing the cuticle.

SPECIALTY HAIR BATHS

Hair baths to treat a variety of different scalp and hair ailments

sebum balance hair bath

Normalizing shampoo for oily scalps with biodynamic sage and star anise essential oil.

soothing hair bath

Soothing shampoo for sensitive or irritated scalps with biodynamic fennel and organic aloe vera.

micro-stimulating hair bath

Revitalizing shampoo for thinning hair with biodynamic mint, green coffee, and plant stem cells.

purifying hair bath - oily dandruff

Eliminates oily dandruff buildup on scalps with biodynamic rosemary essential oil and organic willow.

purifying hair bath - dry dandruff

Rebalances scalp and eliminates dry dandruff.

Treatments

Oway's apothecary-style scalp treatments use pure essential oils, micronized plants and hydrolates to alleviate common scalp concerns.

Both professional grade, in-salon scalp treatments, and take home remedies are available.

SCALP TREATMENTS: A HOLISTIC APPROACH TO SCALP CARE



1. DIAGNOSE + ANALYZE

The Tricho-analyzer is the OW tool for the in-depth analysis of scalp and hair problems. It puts the scalp under the microscope for an up close view. It is a great tool for showing your clients the immediate results of your service and of course, aids in selling retail products.



2. MICRONIZED PLANTS + PREPARATORY TREATMENT

Once you have diagnosed the correct scalp issue, you'll prepare a customized treatment mix of micronized biodynamic botanicals, pure essential oils, and advanced ingredients that treat, soothe, and rebalance scalp health.



3. SPECIAL CLEANSING + CONDITIONING

Using the specialty hair baths during your in-salon treatments and at home will ensure the scalp is in optimal condition. Whether you're alleviating redness, hair loss, excess oil or dandruff, there's a hair bath for that.



4. INTENSIVE CONCENTRATED TREATMENT

For more severe scalp conditions, a concentrated remedy may be needed after your micronized botanical scalp treatment. Made with the same pure plant ingredients, but instead highly concentrated for maximum efficacy.



5. GUIDANCE ON PRODUCTS FOR AT-HOME MAINTENANCE

In addition to specialty hair baths, some scalp conditions call for a specific at-home regimen that includes retailable home remedies. Educating your client on products to use at home will ensure the best results and satisfaction.

rebalancing | Detoxifying and restorative treatment for skin and hair with excess sebum.



amazonian control clay

Rebalancing clay for oily scalps that absorbs excess sebum and impurities. Eliminates toxins and unpleasant odors. Detoxing and slightly exfoliating.

pure biodynamic sage

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

soothing | Ultra-delicate soothing treatment for red and sensitive skin.



zanthoxylum soothing gel

Soothing serum-gel for sensitive, red or irritated scalps.

pure biodynamic helichrysum

Performs soothing, repairing, healing, and re-epithelizing actions. Gives protection against damage induced by oxidizing agents.

soothing remedy

No-rinse spot treatment for sensitive skin that reduces irritations and itching.

hair-loss | Microstimulating and hair growth products for thinning hair.



densifying remedy

Reinforcing and densifying treatment for scalp and hair prone to falling out with innovative Buddleja Davidii plant stem cells.

vivifying remedy sensitive scalp

Revitalizing treatment for sensitive scalps prone to hair loss and thinning. Alcohol-free.

purifying | Purifying and regulating treatment for scalps with oily or dry dandruff.



purifying rice wax

Exfoliates and regenerates skin subject to scaling. Eliminates oily or dry dandruff build-up, reactivating the scalp's microcirculation.

pure biodynamic thyme

Relieves itching and burning typical of skin with dandruff. Promotes refreshing, anti-irritant, and antimicrobial action.

REBUILDING TREATMENT

Customized in-salon treatment program to restore and strengthen weak, damaged hair.



The Oway Rebuilding Treatment repairs damage due to repeated chemical treatments, mechanical stress, environmental aggressions, and thermal applications. Adds shine, hydration, elasticity, remineralization, body and structure to hair with an innovative blend of amino acids, phytokeratin, and plant butters.

rebuilding serum

Phytokeratin base repairs and strengthens keratin chains inside the hair fiber, while supplying amino acids to the cortex.



hyalominerals

Repairing and moisturizing concentrates of 5 mineral salts that reinforce hair structure for better moisture retention.



ceramides F

Repairing, protecting, and shine-enhancing concentrates. Increases elasticity, while balancing hair's delicate hydrolipid balance.



INFRARED HAIR REMEDY

The Infrared Hair Remedy is an innovative, ultrasonic infrared iron that uses magnetic vibrations and cold fusion therapy to repair the hair's internal structure. It ensures optimal absorption of products, while sealing cuticle scales and restoring hair fibers.

Styling

100% BIODYNAMIC ESSENTIAL OILS,
CONTAIN NO GMOS, EDTA, SLS,
PARABENS, PETROLATUM,
PHTHALATES, MINERAL OIL OR
SYNTHETIC FRAGRANCE,
NEVER TESTED ON ANIMALS



Sprays

NON-TOXIC, ECO-FRIENDLY VERSATILE SPRAYS MADE TO HOLD, SHINE AND PROTECT WITHOUT WEIGHING HAIR DOWN.



bio-rich water

240 / 950 ml



HOLD 0.0

SHINE 0.0

Made from pure essential oil hydrolates. A hydrating cutting spray that detangles, seals cuticles and protects from external pollutants. Also a body spray, make up setting spray and room spray.

//**DIRECTIONS:** Spray generously.



sea salt spray

240 ml



HOLD 2.0

SHINE 0.0

Made with Balinese sea salt. A texturizing spray great for creating beachy waves and tousled hairstyles.

//**DIRECTIONS:** Spray on damp or dry hair and work in until desired look.



sculpting mist

240 / 950 ml



HOLD 6.0

SHINE 4.0

A strong hold, long lasting hair spray that adds structure and control without residue or weighing hair down.

//**DIRECTIONS:** Spray on to clean, dry hair after styling is complete.



glamshine cloud

100 ml



HOLD 0.0

SHINE 6.0

Add lightweight sheen and shine, while taming fly aways.

//**DIRECTIONS:** Lightly spray onto finished style from 30 cm away.



thermal stress protector

240 ml



HOLD 4.6



SHINE 4.6



Medium hold heat protection spray that guards hair up to 437°F while ensuring a long lasting style.

//**DIRECTIONS:** Spray on damp or dry hair before heat styling.



volumizing root spray

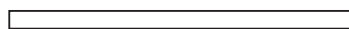
160 ml



HOLD 5.0



SHINE 0.5



Root thickening and volumizing spray that strengthens and densifies even the finest hair.

//**DIRECTIONS:** Lightly spray to damp hair, concentrating on the roots.

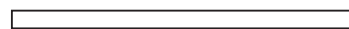


phytoprotein mist

160 ml



HOLD 0.0



SHINE 0.0



Lightweight detangling spray that fortifies weak, limp hair with plant proteins, while protecting hair from external aggressors.

//**DIRECTIONS:** Spray on damp or dry hair as needed. Do not rinse.



color protection veil

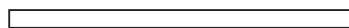
160 ml



HOLD 0.0



SHINE 0.0



Prevents color fading with a special Amino Acid Complex derived from antioxidant-rich botanicals.

//**DIRECTIONS:** Generously spray on clean, damp hair after every wash or before sun exposure. Style as usual.

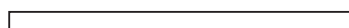


no rinse moist conditioner

160 ml



HOLD 0.0



SHINE 1.0



Nourishing, lightweight detangling spray that hydrates and smooths cuticles without weighing hair down.

// **DIRECTIONS:** Spray on clean, damp hair. Comb through. Style as usual.

Serums

ULTRA NOURISHING SERUMS THAT REPAIR PROTECT, AND SEAL CUTICLES WITH BIODYNAMIC EXTRACTS AND EMOLLIENTS.

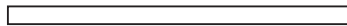


glossy nectar

50/160 ml



HOLD 0.0



SHINE 4.0



Restorative elixir that penetrates the cuticle to polish and protect hair. Increases manageability and decreases blow drying time.

//DIRECTIONS: Apply mids to ends on wet or dry hair before or after styling.

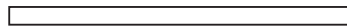


nurturing drops

50 ml



HOLD 0.0



SHINE 5.0



Ultra concentrated drops that nourish and seal dry, damaged split ends. Protects from heat. Strands stay soft and supple.

//DIRECTIONS: Apply to dry or damp hair, focusing on the ends.



silk' n glow serum

50/100 ml



HOLD 0.0



SHINE 5.0



Reparative serum slightly heavier than Glossy Nectar. Calms and nourishes coarse, frizzy hair, while adding luminous shine.

//DIRECTIONS: Apply to dry or damp hair from mids to ends.

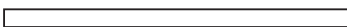


smoothing fluid

100 ml



HOLD 0.0



SHINE 4.0



Ultra lightweight serum that tames fly aways without a heavy, greasy feel. Guards hair fiber from heat styling and humidity.

//DIRECTIONS: Apply to dry or damp hair, mids to ends.

Potions, Puttys + Pomades

HIGH PERFORMANCE, ORGANIC STYLING AIDS MADE WITH WAXES AND RESINS OF VEGETABLE ORIGIN TO SEPARATE, SCULPT AND DEFINE YOUR STYLE, NATURALLY.



flux potion

240 ml



HOLD 3.0



SHINE 3.0



Flexible hold styling potion that acts like a mousse for creating voluminous blow outs and curls. Polishes hair fiber, reducing breakage during drying.

//**DIRECTIONS:** Apply to damp or dry hair before or after to lock in style.



curly potion

50/240 ml



HOLD 2.0



SHINE 2.0



Adds shape, bounce and separation to curls with a light moisturizing effect that doesn't weigh curls down.

//**DIRECTIONS:** Apply desired amount to damp or dry hair in sections.



smoothing cream

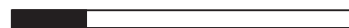
150 ml



HOLD 0.0



SHINE 1.0



Smooths, strengthens and protects coarse, unruly hair prior to heat styling. Calms frizz and fly aways and prolongs sleek hair styles.

//**DIRECTIONS:** Apply to clean, damp hair from mids to ends prior to styling.



frozen glaze

150 ml



HOLD 5.0



SHINE 5.0



Strong hold, clear pomade with a high shine finish. Great for creating sleek, "wet looks" and reflective definition. Ideal for short hair styles.

//**DIRECTIONS:** Apply to wet or dry hair for long-lasting hold and shine, working through with hands or comb.



quick glue

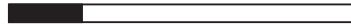
150 ml



HOLD 6.0



SHINE 1.0



Extra-strong hold wax for creating highly defined, extreme hair styles with decisive shape. Ideal for short hair.

//DIRECTIONS: Apply a small amount on dry hair and shape style as desired.



boho pomade

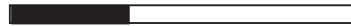
50/100 ml



HOLD 4.0



SHINE 2.0



Medium hold pomade for softening curls and creating enviable definition. Can create dynamic, separated looks without stiffness.

//DIRECTIONS: Apply to damp or dry hair until desired look is achieved.

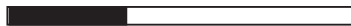


shabby mud

50/100 ml



HOLD 2.0



SHINE 0.0



Soft hold clay wax with a matte finish. Ideal for creating unstructured looks and "lived in" looks.

//DIRECTIONS: Apply with finger tips and mold until desired shape is achieved.

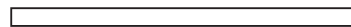


precious wax

50/100 ml



HOLD 0.0



SHINE 3.0



Multifunctional wax used to create soft definition and shine or to decrease volume. Also a great hand and lip balm.

//DIRECTIONS: Apply small amount of product to targeted area.



shaping putty

50/100 ml



HOLD 5.0



SHINE 2.0



Strong hold fiber wax with a stringy-like consistency. Great to sculpt and separate highly defined styles. Adds volume to curls.

//DIRECTIONS: Apply to hair and mold to desired effect.

O WAY HEAD.SPA

HOLISTIC WELLNESS FOR YOUR HAIR, SCALP, AND MIND

The head is a very important part of the body - delicate, sensitive, and highly receptive. According to Ayurvedic medicinal cultures, the head includes 7 of the 10 “portals” to the body - both physical and energetic. Coming into contact with one’s head is not just part of a beauty treatment but, above all, it is an interaction with emotions, thoughts, and sensations of a human being.



1) NOTA + ESSENTIAL CLOUD DIFFUSER

Of the 5 senses, smell is often noticed first, setting the tone for the entire salon experience. A calm scented environment is the best non-verbal “welcome” you can give.



2) AROMA WELCOME SET

Invigorate your client’s sense of taste, with Aroma, Oway’s rich herb tea with nutrients and properties of plants from biodynamic and organic agriculture.



3) TRICHO-ANALYZER

Using this micro-display, you provide a specialized scalp and hair analysis for your guests to truly see the results of your expertly determined service.



Hydro-dhara

A relaxing spa-like ritual deeply rooted in traditional Ayurvedic medicine, Hydro-dhara harmonizes the scalp, hair, and mind. When combined with our Flowerfall aromatherapeutic distillate and pure essential oils, a gentle flow of water relieves nervous tension and stress, and delivers nutrients to the hair and scalp.

BENEFITS

- Uses aromatherapy to relax the body and mind
- Relieves the body of stress and tension by indirectly stimulating the pituitary gland: the center of health and well-being
- Enhances the delivery of nutrients to the hair and scalp

Flowerfall

An anti-aging distillate that combines the aromatherapeutic benefits of Biodynamic Rose, Fair Trade Arazà, Lavender, Verbena, and Ylang-Ylang into one protective antioxidant blend. The result: visibly energized hair, scalp, and mind.



FLOWERFALL
GLASS FUNNEL



HYDRO-DHARA SET



FLOWERFLASK



FLOWERFALL

Botanical Detox Ⓥ Ⓜ

Detox, freshness and lightness for scalp and hair. Treatment against stress factors with 100% biodynamic, organic, ethical and natural ingredients.

- Mix 3-6 teaspoons of Herbs & Clay Peeling Cleanser (depending on the size of skin area or length and amount of hair) with the amount of hot water needed to obtain a paste.
- Add 10 drops of any combination of your Oway Wellness Blends: A) Strengthening Blend, B) Antioxidant Blend, and/or C) Wellness Blend
- Apply to clean skin, the scalp or wet hair and massage for about 5 minutes, and rinse thoroughly.



herbs & clay peeling cleanser

160 g

A cleansing gommage that frees the scalp from impurities and product accumulation while oxygenating it. Performs a slight peeling on the scalp, promoting cell renewal and a correct scalp balance. Reactivates scalp microcirculation and oxygenation.



antioxidant blend

25 ml

The combination of 100% biodynamic blood orange, basil, lemon balm, and bergamot acts as a protective shield against external aggressors that weaken the hair and scalp.



relaxing blend

25 ml

The blend of biodynamic fennel, sage, lavender, and cedar purifies the hair and scalp from impurities and toxins.



strengthening blend

25 ml

The infusion of biodynamic mint, rosemary, thyme, and lemon creates a stimulating and protective effect, promoting the growth of strong, healthy hair.



plant and mineral refresh dry shampoo

36 g

Waterless botanical, talc free, mineral cleansing and volumizing hair blend. It's all natural soothing and anti-microbial properties calm itchy, irritated scalps while eliminating odor-causing bacteria.

Skin + Bodycare Ⓥ Ⓞ

Clean, non-toxic skin and body care made with at least 98.8% natural, organic, and biodynamic botanicals. Made with Super Active, Concentrated Biodynamic Botanicals



perfect skin cleansing cream

75/270 ml

Gentle, creamy cleanser that removes makeup and impurities without over drying skin. For dry to normal skin.

//DIRECTIONS: Use morning and evening. Apply to wet skin, massage and rinse with warm water.



detox body bath

75/270 ml

Light, moisturizing cleansing gel with high concentrations of antioxidants and anti-stress botanicals that protect and hydrate the skin both face and body.

//DIRECTIONS: Use morning and evening. Apply to wet skin, massage and rinse with warm water.



radiance face balm

50/125 ml

Rich, decadent moisturizing face cream that nourishes and deeply hydrates skin with powerful antioxidants which protect skin cells.

//DIRECTIONS: Use morning and evening. Apply on clean, dry face and neck.



awakening face moisturizer

50/125 ml

Its highly absorbent formula instantly softens and smooths the skin, while guarding against external aggressors and pollutants.

//DIRECTIONS: Apply morning and evening on clean, dry, face and neck.



de-stress tonic potion

140/290 ml

Delicate toner made with organic echinacea that removes dead skin cells, brightens complexion, and calms irritated skin.

//DIRECTIONS: Use morning and evening after cleanser or treatment. Disperse a small amount on a cotton pad or disc. Apply and wipe on the entire face for softer, fresher skin.



glowing face gommage

75/230 ml

Gentle exfoliating action of Fair Trade Green Clay to slough away dead skin cells and clear congested pores to reveal soft, luminous skin.

//DIRECTIONS: Apply and massage on cleansed, dry skin. Let the product dry then massage again. Rinse thoroughly with lukewarm water.



regenerating booster

25 ml

Revitalizing face oil concentrate. Repairs collagen and provides soothing protection against external skin aggressors. Best when added to Radiance Face Balm.

//DIRECTIONS: Apply 3-4 drops on face and neck and massage until completely absorbed.



replumping booster

25 ml

Restorative face oil concentrate. Reduces signs of aging with plant-based retinols that lighten and firm skin from the inside out. Best when added to Radiance Face Balm.

//DIRECTIONS: Apply 3-4 drops on face and neck and massage until completely absorbed.



tone & lift booster

25 ml

Toning and firming body oil concentrate made with organic green coffee, the super active responsible for creating hydrated, firm skin. Best when added to velvet body fluid.

//DIRECTIONS: Add 5-6 drops to every quarter-sized amount of Oway's Velvet Body Fluid, Fabulous Body Oil or Ultra-Rich Body Oil. Massage into skin until completely absorbed.



slim & shape booster

25 ml

Resculpting body oil concentrate made with pink pepper, the super active that reduces the appearance of cellulite and other signs of aging. Best when added to velvet body fluid.

//DIRECTIONS: Add 5-6 drops to every quarter-sized amount of Oway's Velvet Body Fluid, Fabulous Body Oil or Ultra-Rich Body Oil. Massage into skin until completely absorbed.



fabulous body oil

140 ml

Highly hydrating and absorbent body oil made with biodynamic blood orange and Inca Inchi oil, which restructures and repairs the skin. 100% natural.

//DIRECTIONS: Apply to skin and massage until completely absorbed.



ultra rich body oil

290 ml

Regenerating and elasticizing body oil treatment for deep tissue massages or extra-dry skin. 100% natural.

//DIRECTIONS: Apply to skin and massage until completely absorbed.



velvet body fluid

50/150 ml

Creamy, nourishing body lotion that immediately penetrates and repairs the skin by rebalancing the hydrolipid barrier.

//DIRECTIONS: Apply over entire body, massaging in a circular motion to facilitate absorption.



remedy hand balm

50 ml

Moisturizing, protective hand and cuticle cream that replenishes the skin's delicate hydrolipid balance, while locking in moisture and preventing dryness.

//DIRECTIONS: Apply every evening and throughout the day as needed.



beautifying body peeling

400 g

This gentle exfoliating scrub sloughs away dead skin cells, fights cellulite formation and stimulates micro-circulation to reveal soft, bright skin.

//DIRECTIONS: Apply the Beautifying Body Peeling mixed with Ultra-Rich Body Oil on cleansed, dry skin, working it with wide circular movements. Remove the product under the shower or with damp towel/cloth.

Sunway



Summer recipes for healthy, shiny hair, and skin. Protection and nourishment against oxidative stress, structural damage, dehydration and photodamage.



after-sun hair & body bath

240/950 ml

A regenerating bath for hair and body that gently and effectively removes traces of salt, chlorine, and sand.

//DIRECTIONS: After exposure to the sun, beach and pool, apply to wet skin and hair. Massage. Rinse. Repeat if necessary.



after-sun hair mask

150/500 ml

Regenerating and reparative cream-pack for stressed hair. Concentration of nutrition and repair for hair that restores softness and silkiness.

//DIRECTIONS: After shampooing with Oway After-Sun Hair & Body Bath, apply to wet hair. Leave on for 3-5 minutes. Rinse.



sun protective elixir

100 ml

Water-resistant. Forms an invisible shield to protect hair against dryness caused by salt water, chlorine, and sand.

//DIRECTIONS: Spray onto hair prior to exposure to outdoor elements like the sun, salt, pool and sand.



after-sun body balm

150 ml

Soft regenerating body balm that nourishes and restructures the skin after sun exposure.

//DIRECTIONS: Apply to clean skin after exposure to the sun, salt, chlorine and sand.

Men ^V ^{GF}

Treatments and wellness for face, beard, body and hair with primordial, techno-botanical, biodynamic and organic active ingredients.



face & beard hydrating cleanser

150 ml

Removes impurities and excess sebum from face and beard. Hyaluronic acid gives hydration and helps skin stay young and elastic and has an antioxidant action.

//DIRECTIONS: Massage morning and evening on wet face and beard. Rinse.



softening shave cream

100 ml

Rich, protective and moisturizing creamy shaving mousse that is rich in soothing and emollient plant-derived agents. Strengthens the skin immune defenses thanks to its bioferments.

//DIRECTIONS: Moisten skin and spread the product with your hands on the areas to be shaved. Proceed with shaving. Rinse.



repairing aftershave balm

50 ml

Light yet deeply restorative texture that regenerates the skin following micro-damage caused by shaving, like small nicks and scratches. Soothes the skin, providing immediate relief and freshness

//DIRECTIONS: After shaving, apply to clean, dry skin.



face & eye energizing texture

50 ml

2 in 1 emulsion for facial skin and the area around the eyes that helps smooth wrinkles and makes the skin compact and elastic. Energizes the skin, fights oxidative stress and tiredness.

//DIRECTIONS: Apply every day, morning and evening, after cleansing.



lip & beard salve

30 ml

2 in 1 product for beard and lips. Tames and texturizes, making beard neat and orderly. Nourishes the skin under your beard and soothes and regenerates chapped or dry lips.

//DIRECTIONS: Apply to clean, dry beard and/or lips. When applying to beard, rub all the way down to the skin until fully absorbed.



hair & body invigorating wash

240 ml

2 in 1 cleanser for hair and body. Gently removes impurities and excess sebum while giving a burst of strength and energy. Leaves hair clean, soft and full of body.

//DIRECTIONS: Apply to damp hair and skin, massage and rinse.



silver steel hair bath

240 ml

Hair bath that neutralizes unwanted yellow and golden tones. Gently cleanses away excess sebum and impurities. Leaves hair soft and light.

//DIRECTIONS: Apply to damp hair, massage, and rinse.



bungee fiber

50 ml

2 in 1 product: styling + stem strengthening treatment. Elastic fibrous texture, excellent for all lengths. Strengthens, densifies and gives volume to the hair fiber thanks to the phyto-peptides. Ideal for wavy and tousled looks.

//DIRECTIONS: Rub between your hands and apply to damp or dry hair.



water resin

50 ml

2 in 1 product: styling + stem strengthening treatment. Extremely versatile, clear, water-based pomade. Strengthens and replumps the hair fiber thanks to the phyto-peptides. Softens and tames curly hair. Controls straight hair, even when fine, preserving its density and structure. Ideal for long-lasting wet and orderly looks.

//DIRECTIONS: Rub between your hands and apply to damp or dry hair.



raw mud

50 ml

2 in 1 product: styling + stem strengthening treatment. The kaolin gives a natural extra-matte effect. Sculpts in an extra-decisive and long-lasting way. Strengthens, densifies and gives volume to the hair fiber thanks to the phyto-peptides. Makes hair look thicker and fuller.

//DIRECTIONS: Rub between your hands and apply to damp or dry hair.



nocturnal hair remedy

100 ml

The basil stem cells inhibit the action of the enzyme 5-alpha reductase, the cause of hair weakening and loss. Nocturnal remedy stimulates dermal papilla cells and rejuvenates the scalp. It supports the circadian rhythms of skin and hair to convey the active ingredients in a targeted manner during the night. Stimulates the activity of the skin's nocturnal clock gene, increasing the cell regeneration and repair activity that occurs during sleep.

//DIRECTIONS: Apply evening on clean scalp. Apply 3-4 times a week for at least 3 months.

BIOGLOSSARY

NATURE + TECHNOLOGY

Our green chemists have created the perfect balance of nature and efficacy. All for a healthy planet, hair, body, and mind.



AROMATHERAPY ESSENTIAL OILS

We hand grow, pick and steam distill only the purest essential oils for our products all on OrtOfficina - our biodynamic family farms.



FREE FROM ARTIFICIAL COLORANTS

We never add artificial color to our products. They have been known to cause allergies and irritation.



INFINITELY RECYCLABLE PACKAGING

A symbol of purity and transparency, we choose amber glass and aluminum eco-packaging to protect our precious formulas.



FROM FARM TO CHAIR

All our ingredients are grown on family owned, chemical-free farmland in Bologna, Italy - where humans, animals and nature live in perfect harmony.



CERTIFIED ECO-MATERIALS

All of our materials are made out of sustainable components including recycled paper, wood, and cardboard.



SYNTHETIC FRAGRANCE-FREE

Synthetic fragrance is used by many dishonest companies to mask toxins such as phthalates and other allergens. We only use essential oils and no fragrance allergens.



PETROLATUM FREE

No mineral oils (Paraffinum Liquidum, Petrolatum, Paraffin, Isoparaffin). Instead we use natural ingredients, which have the same moisturizing properties, but are safer for both consumers and salon specialists.



PEG/PPG/BG FREE

No PEGs, ever! In 2008, the Organic Consumer Association found that products claiming to be natural actually had cancer-causing ingredients found within their PEG compounds.



SLS/SLES FREE

No potential irritants Sodium Laureth Sulphate or Sodium Lauryl Sulphate. Instead, we use more delicate, safer cleansing agents that are color-safe.



PARABEN-FREE

Parabens have been known to mimic estrogen in the human body. This can cause unforeseen health complications, especially for women.



PHthalATES

The ingredient used in plastic packaging that is known to leak hormone disruptors into products.



GMOs

None of our products contain genetically modified ingredients. We use the biodynamic farming method, which yields plants filled with their most active benefits.

HOW TO GET STARTED

As the exclusive distributor and education team for Oway in North America, we at Simply Organic Beauty give you every tool you need to succeed with the Organic Way product line. Below are some handy resources to get you started:



LIVE EVENTS: Every year, our Education Team goes on a nationwide tour to get you trained and certified with Oway color and products. View our Education Calendar here: <http://simplyorganicbeauty.com/live-education>



ONLINE EVENTS: We believe in easily accessible and affordable education for all. Become certified with Oway from the comfort of your home with one of our online class offerings. View our classes here: <http://simplyorganicbeauty.com/online-education>



ORDERING: Are you placing your first order or have questions regarding our products? Please call us toll-free at 888-213-4744. Set up a professional account through our easy-to-use online store: <https://shop.simplyorganicbeauty.com>



SUPPORT: Once you become a Simply Organic Beauty customer, you'll be assigned a dedicated Account Manager. They are there to ensure your success and satisfaction with our products and services every step of the way!

ACCOLADES + AWARDS

When you choose the Organic Way, you are choosing award-winning products with the most respected body of certifications in the professional beauty industry.



Notes

Notes

Oway is exclusively
distributed by:



Toll free: 1-888-213-4744
Monday-Friday 9am-7pm, EDT
Saturday 10am-3pm, EDT

SimplyOrganicBeauty.com