



Hbright

**FLUID LIGHT ENHANCER FOR NATURAL AND COLORED
HAIR** WITH BIODYNAMIC HIBISCUS, ORGANIC PERILLA,
COTTON PROTEIN AND ETHICALLY PRODUCED DATE

Light is one of the most amazing sources of life: it shapes, sculpts and molds.

BRIGHT HAIR IS ALIVE, STRONG AND FULL OF ENERGY.

HBRIGHT IS THE AMMONIA-FREE TREATMENT THAT GIVES OFF EXTRA LIGHT BY ENVELOPING HAIR IN BRILLIANCE AND SHINE.

HbRIGHT 540 ML

- **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





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.

HOW TO USE HBRIGHT



LIGHT BATHS

USE:

- to renew the intensity of natural or color-treated hair
- to lightly clean color

PRODUCTS:

**Hbright +
Hcatalyst
20 vol, 30 vol**

HOW TO USE:



Preparation

MIX **HBRIGHT** + **HCATALYST** IN THE **1:1** RATIO, IN A NON-METALLIC BOWL.



Application on natural non color-treated hair

TO OBTAIN AN EVEN MORE VISIBLE EFFECT ON NATURAL HAIR, APPLY **HBRIGHT + 20 OR 30 VOL**

DEVELOPMENT TIME: 30 MINUTES.



Application on color-treated hair

APPLY **HBRIGHT** ONLY ON COLORED PORTION, AVOIDING REGROWTH AREA.

DEVELOPMENT TIME: 30 MINUTES.



Rinsing

EMULSIFY, THEN RINSE.

CLEANSE WITH **HBALANCE SHAMPOO** THEN CONDITION WITH **HBALANCE MASK**.

SPRAY **HRESTORE**. STYLE AS DESIRED.



HCOLOR

USE:

- to add extra light to the color, intensifying its brightening action

PRODUCTS:

Hbright +
Hcolor +
Hcatalyst 20, 30 , 40 vol

HOW TO USE:



Preparation

MIX **HBRIGHT** +
HCOLOR + **HCATALYST**
20, 30 OR 40 VOL.

*EXAMPLE: 20 G. HBRIGHT
+ 10 G. COLOR + 45 G.
HCATALYST.*



Application

IN CASE OF REGROWTH: PREPARE COLOR
FORMULA AND PROCEED WITH REGROWTH
APPLICATION.

FOR LENGTHS, PREPARE FORMULA + **HBRIGHT**.
APPLY AND MASSAGE HAIR TO PROMOTE
PRODUCT PENETRATION.

DEVELOPMENT TIME: 15-30 MIN.



Rinsing

EMULSIFY, RINSE AND
THEN CLEANSE WITH
HBALANCE SHAMPOO.
CONDITION WITH
HBALANCE MASK AND
SPRAY **HRESTORE**.
STYLE AS DESIRED.



HNECTAR

USE:

- to add extra light to the color, intensifying its brightening action

PRODUCTS:

**Hbright +
Hnectar +
Hcatalyst 20, 30 , 40 vol**

HOW TO USE:



Preparation

MIX **HBRIGHT** +
HNECTAR + **HCATALYST**
20, 30 OR 40 VOL.

*EXAMPLE: 10 G. HBRIGHT
+ 10 G. COLOR + 20 G.
HCATALYST.*



Application

IN CASE OF REGROWTH: PREPARE COLOR FORMULA AND PROCEED WITH REGROWTH APPLICATION.

FOR LENGTHS, PREPARE FORMULA + **HBRIGHT**. APPLY AND MASSAGE HAIR TO PROMOTE PRODUCT PENETRATION.

DEVELOPMENT TIME: 15-30 MIN.



Rinsing

EMULSIFY, RINSE AND THEN CLEANSE WITH **HBALANCE SHAMPOO**. CONDITION WITH **HBALANCE MASK** AND SPRAY **HRESTORE**. STYLE AS DESIRED.



HMELT

USE:

- to assist in creating longer lasting fashion shades
- to tone highlights, strengthening the brightness and luster of pre-lightened hair

PRODUCTS:

**Hbright +
Hmelt +
Hcatalyst 20 vol
or Htone 9 vol**

HOW TO USE:



Preparation

MIX **HBRIGHT + HMELT + HCATALYST 20 VOL. OR HTONE 9 VOL.** IN THE **1:1** RATIO, IN A NON-METALLIC BOWL. VARY THE AMOUNT OF **HMELT** DEPENDING ON THE DESIRED EFFECT.



Application

TO STRENGTHEN HIGHLIGHTS OR CREATE FASHION SHADES: ON DRY HAIR APPLY THE **HBRIGHT** MIXTURE WITH **HMELT**.
DEVELOPMENT TIME: 15 TO 20 MIN.

TO TONE HIGHLIGHTS: CLEANSE WITH **HBALANCE SHAMPOO**, CONDITION WITH **HMILK NO STRESS** AND APPLY THE **HBRIGHT** MIXTURE WITH **HMELT**.
DEVELOPMENT TIME: 15 TO 20 MIN.



Rinsing

EMULSIFY, THEN RINSE. CLEANSE WITH **HBALANCE SHAMPOO** AND CONDITION WITH **HBALANCE MASK** THEN SPRAY **HRESTORE**. STYLE AS DESIRED.



SHINE TREATMENT

USE:

- to create beautiful all over shine
- to add tonality and brightness to color-treated hair

PRODUCTS:

**Hbright +
Htone 9 vol**

HOW TO USE:



Preparation

MIX 1 PART **HBRIGHT** + 1.5 PARTS **HTONE 9 VOL.** IN A NON-METALLIC BOWL.



Application

APPLY SHINE TREATMENT TO DRY HAIR.
CAN ADD **HMILK** TO HELP DILUTE **HTONE 9 VOL.**
DEVELOPMENT TIME: 10 TO 20 MIN.



Rinsing

EMULSIFY, THEN RINSE. CLEANSE WITH **HBALANCE SHAMPOO** AND CONDITION WITH **HBALANCE MASK** THEN SPRAY **HRESTORE**. STYLE AS DESIRED.

TOOLS



BIODEGRADABLE CAPES

Created from GMO-free maize, grown using traditional farming methods that require minimal arable land. The Oway Biodegradable Capes are 100% biodegradable and compostable. If they are disposed of with organic waste, they return to being “natural substances”, thus triggering a “from-nature-to-nature” cycle. They are also recyclable. Through the recycling process, they can be transformed into “secondary matter” and allow the creation of new products without the need to procure new raw materials.



REGENERATED COTTON COLLECTION

Where ethical fashion meets function in the salon. The Oway Regenerated Cotton Collection is crafted in Italy from 100% natural, regenerated cotton clippings. Salvaged from fabric scraps which are typically thrown away, these items are transformed into high quality garments with zero waste. The capes, aprons and kimonos are timeless, classic and a symbol of sustainability and the fight against waste.

STRAW BOWL - Bowl for OWAY coloring treatments

Made from 100% recycled corpe straw waste, the Oway Straw Bowl helps reduce the beauty industry’s reliance on polluting plastics. Eco-friendly and non-toxic, this unique mixing bowl is strong, durable and lightweight.



STRAW BRUSH - Brush for OWAY coloring treatments

Its handle and bristles are ergonomically designed for comfort and controlled application.



Oway is exclusively distributed by



For technical questions please contact

Toll Free: 1-888-213-4744

M-F 9am-7pm EST

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