



# **treatments** **TO SOLVE SCALP** **AND HAIR IMBALANCES**





# THE SCALP CAN SUFFER TEMPORARY OR LONG-LASTING CONDITIONS:

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DANDRUFF



SEBACEOUS HYPERSECRETION



EXCESSIVE SENSITIVITY



HAIR LOSS

**THESE CONDITIONS MAY ALSO OCCUR SIMULTANEOUSLY AS THEY MAY BE RELATED TO EACH OTHER.** FOR INSTANCE, HAIR LOSS MAY BE CAUSED BY EXCESSIVE SEBACEOUS SECRETION, OR A SCALP WITH DANDRUFF MAY ALSO SUFFER SENSITIZATION PHENOMENA SUCH AS ITCHING AND REDDENING.

**OW TREATMENTS SHOULD BE DONE 1 WEEK BEFORE COLOR OR ANY CHEMICAL TREATMENT. IN CASE OF SENSITIVITY, RE-ASSESS SCALP.**



**O**  
WAY treatments

# **THE POWER OF 100% BIODYNAMIC, MICRONIZED PLANTS**

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**A TRANSFORMATIVE RITUAL  
POWERED BY ACTIVE BOTANICALS  
AND AROMATHERAPEUTIC  
BLENDS OF HERBS AND ESSENCES**

OW TREATMENTS HAVE IMPLEMENTED A SYNERGISTIC METHOD THROUGH WHICH ALL THE SKIN AND HAIR CONDITIONS CAN BE TREATED IN A JOINT AND PERSONALIZED MANNER, COMBINING EFFECTIVENESS, RELAXATION AND WELL-BEING.



## HERBS AND CLAY PEELING CLEANSER

FREES SCALP AND HAIR FROM STRESS AND TOXINS BY RESTORING VITALITY AND PREVENTING IMBALANCES THROUGH A PEELING AND DETOX CLEANSE.

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### ESSENTIALS

#### HERBS AND CLAY PEELING CLEANSER

- + Gently and effectively cleanses hair and scalp
- + Performs a slight peeling on the scalp, promoting its delicate renewal.

#### STRENGTHENING BLEND

- + Stimulates microcirculation in the scalp
- + Restorative action, provides shine to the hair.

#### RELAXING BLEND

- + Promotes the natural detox of hair and scalp
- + Relaxes and calms sensitive scalps
- + Provides shine and vitality.

#### ANTIOXIDANT BLEND

- + Acts as a barrier against dehydration caused by external agents.
- + Nourishes the hair fiber deep down, providing an energizing and brightening action.



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# HERBS AND CLAY PRE-TREATMENT

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**If there is presence of dandruff, sebum imbalance and hair loss, use Herbs and Clay Peeling Cleanser prior to OW treatment.**

For optimal results, consider using in conjunction with the Lunar Phases.

## STEP 1

Using the small spoon in the wooden application kit, add 3 to 6 teaspoons 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

Depending on the type of hair and the desired treatment, add 10 drops of either STRENGTHENING BLEND, RELAXING BLEND or ANTIOXIDANT BLEND. Mix the compound with an OW BAMBOO BLENDER working it until it is perfectly blended.



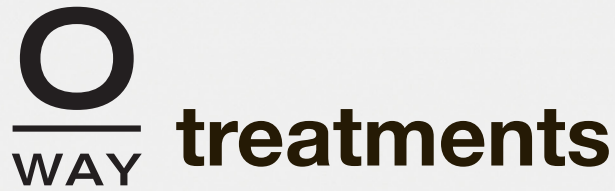
## STEP 3

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 or continue with OW treatment. \*If necessary, apply No-Rinse Moist Conditioner for a more powerful detangling effect



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\*For more information on Herbs and Clay Peeling Cleanser, please refer to Botanical Detox Manual.



**WITH GREEN INGREDIENTS:**

ULTRA-EFFECTIVE TECHNOLOGICAL ACTIVE INGREDIENTS FOR SPECIFIC USES / "ZERO MILE" BIODYNAMIC ACTIVE BOTANICALS / PURE ESSENTIAL OILS / ORGANIC EXTRACTS / PHYTO-DERIVED INGREDIENTS / CONDITIONERS AND EMOLLIENTS OF NATURAL ORIGIN / ACTIVE INGREDIENTS FROM FAIR-TRADE MARKETPLACES

**WITHOUT AGGRESSIVE INGREDIENTS:**

SLS/SLES/PARABENS/SYNTHETIC FRAGRANCES/ARTIFICIAL COLORANTS / PEG-PPG-BG / GMOS / PETROLATUM / PHTHALATES / EDTA





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# TREATMENT OVERVIEW

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## purifying

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### OBJECTIVE:

TO TREAT DANDRUFF  
AND FLAKING

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### FOR:

DRY  
AND OILY  
DANDRUFF

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### PHYTO BOOSTER:

BIODYNAMIC  
ROSEMARY,  
BIODYNAMIC THYME,  
RICE WAX  
MICRO-GRANULES,  
SOY LECITHIN

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### TECHNOLOGY:

CRINIPAN,  
BIOLIN  
AND ALMETH

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### ETHICAL EXTRACTS:

TEAK AND  
MAHOGANY



## rebalancing

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### OBJECTIVE:

TO REGULATE EXCESS  
SEBUM

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### FOR:

SKIN WITH EXCESSIVE  
SEBACEOUS  
SECRETION

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### PHYTO BOOSTER:

BIODYNAMIC  
SAGE,  
ORGANIC EYE-  
BRIGHT, AMAZONIAN  
WHITE CLAY,  
BUGBANE

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### TECHNOLOGY:

NATURALLY  
DERIVED  
ANTI-SEBUM  
SURFACTANT

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### ETHICAL EXTRACTS:

TEAK AND  
MAHOGANY



## soothing

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### OBJECTIVE:

TO SOOTHE  
SENSITIVE  
AND/OR SENSITIZED  
SKIN

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### FOR:

SENSITIZED,  
REDDENED  
OR IRRITATED SKIN

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### PHYTO BOOSTER:

BIODYNAMIC  
FENNEL,  
BIODYNAMIC  
HELICHRYSUM,  
ZANTHOXYLUM

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### TECHNOLOGY:

ALLANTOIN,  
NON-ETHOXYLATED  
SURFACTANTS,  
SODIUM PCA

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### ETHICAL EXTRACTS:

TEAK AND MAHOGANY



## hair-loss

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### OBJECTIVE:

TO TREAT  
HAIR LOSS

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### FOR:

TWO PATHS  
FOR NORMAL  
AND SENSITIVE SCALP

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### PHYTO BOOSTER:

BIODYNAMIC  
MINT, ORGANIC  
HORSE CHESTNUT,  
BUDDLEJA  
DAVIDII STEM CELLS

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### TECHNOLOGY:

DYNAGEN,  
DENSIPLANT  
AND  
HAIRSPA  
COMPLEX™

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### ETHICAL EXTRACTS:

TEAK AND  
MAHOGANY

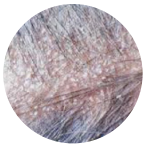


# HOW TO RECOGNIZE SKIN CONDITIONS

## DANDRUFF AND FLAKING



### purifying



scalp with dry dandruff, flaking and itching



scalp with oily dandruff and itching

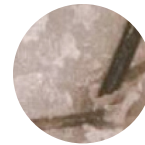


## EXCESS SEBUM

### rebalancing



skin with more or less defined yellow spots and shiny skin



yellow spots on skin with oily strands



oil with clumps of dandruff



## SENSITIVE SKIN

### soothing



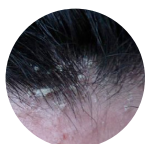
skin with red patches



skin with red patches with lesions and abrasions



widespread redness



seborrheic dermatitis: dryness and/or redness (if bleeding, refer to dermatologist)



## HAIR LOSS

### hair-loss



simple hair loss



hair loss caused by cutaneous trophism



hair loss with presence of dermatitis and/or sensitization



hair loss caused by excess sebum



hair loss caused by dandruff



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# TREATMENT PATHS

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1

## **PROFESSIONAL DIAGNOSIS OF THE SCALP**

TO BE PERFORMED ON CLEAN SCALP WITH TRICHO-ANALYZER AND AID OF TREATMENT SHEET

2

## **MICRONIZED PLANT MIXTURE + PREPARATORY TREATMENT**

“ZERO-MILE” BIODYNAMIC MICRONIZED PLANTS TO BE MIXED RIGHT BEFORE APPLICATION DURING THE SPECIFIC TREATMENT TO PREPARE THE SCALP FOR RECEIVING THE FOLLOWING TREATMENTS *(FOR NO-DANDRUFF, REBALANCING, SOOTHING PATHS)*.

3

## **SPECIAL CLEANSING AND CONDITIONING**

HAIR BATHS RICH IN ACTIVE INGREDIENTS AND FORMULATED ON THE BASIS OF THE SPECIFIC SKIN AND HAIR NEEDS. IF NECESSARY, CONTINUE WITH CONDITIONERS OR MASKS OF THE OW LINE TO BE APPLIED ALONG THE LENGTH

4

## **INTENSIVE CONCENTRATED TREATMENT**

THE HEART OF OW TREATMENTS: NO-RINSE MULTI-ACTIVE CONCENTRATED TREATMENTS FOR A DEEP, TARGETED AND LONG-TERM ACTION ON THE SKIN.

5

## **GUIDANCE ON PRODUCTS FOR MAINTENANCE AT HOME**

RECOMMENDED HOME CARE PRODUCTS TO MAINTAIN THE RESULTS OBTAINED AT THE SALON.



# PROFESSIONAL DIAGNOSIS OF THE HAIR AND CREATION OF THE CUSTOMIZED PATH

To solve a problem, it is essential to identify it correctly. The **TRICHO-ANALYZER** is the OWAY tool for the in-depth analysis of scalp and hair conditions.

For a correct diagnosis, compare the images transmitted by TRICHO-ANALYZER with the pictures and descriptions included in the Treatments Application Sheet.



## TECHNOLOGY:



### IMAGE OF THE HEALTH OF THE HAIR

By means of video technology, TRICHO-ANALYZER allows the hairdresser to analyze the health of the hair and scalp, thanks to the device's adjustable magnification of up to 200X and the high-resolution LCD monitor.



### SHARING THE DIAGNOSIS WITH YOUR CLIENT

It is very important to share the trichological analysis with clients, while showing their scalp's condition to them by means of the TRICHO-ANALYZER monitor. This way, clients will be more motivated to start the treatment.



### IDENTIFYING THE CONDITION THROUGH COMPARISON WITH THE APPLICATION SHEET

By comparing the images shown on the TRICHO-ANALYZER screen with the sample images of the OWAY Treatments application sheet, you are able to identify the client's scalp condition, which can be simple (i.e., excess sebum) or combined (i.e., tendency to hair loss related to excess sebum).



### CREATING THE CUSTOMIZED PATH

By using the data gathered, elaborate a custom-made treatment path according to the specific requirements for each scalp condition.





## HOLISTIC SCALP TREATMENTS

“ZERO-MILE” PURE BIODYNAMIC MICRONIZED PLANTS TO BE MIXED RIGHT BEFORE THE APPLICATION DURING THE TREATMENT OF THE SPECIFIC PATHS TO PREPARE THE SCALP FOR RECEIVING THE FOLLOWING TREATMENTS



### PURIFYING DANDRUFF AND FLAKING



## ESSENTIALS

### PURE BIODYNAMIC THYME

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

### PURIFYING RICE WAX

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

### PURIFYING HAIR BATH-DRY SCALPS

- + Scalp rebalancing and the elimination of dry dandruff
- + Delicate cleansing action; lightly moisturizes the skin

### PURIFYING HAIR BATH-OILY SCALPS

- + Purifies scalp and hair with an antibacterial and antiseptic action
- + Counters oily and dandruff, preventing its reappearance

# NATURAL REMEDIES FOR DANDRUFF

## BIODYNAMIC



### BIODYNAMIC ROSEMARY ESSENTIAL OIL

Possesses refreshing, purifying and antimicrobial properties which result in the treatment of skin imbalances. It also has stimulating properties and promotes micro-blood circulation of the scalp, which is beneficial to hair growth and state of health.

## ETHICAL



### ETHICAL TEAK & MAHOGANY

Teak extract is often used in Ayurvedic medicine to strengthen hair structure and also for its antibacterial properties. Mahogany is a plant often used in traditional African medicine for its prestigious qualities: energizing and invigorating for hair.

## BIOTECHNOLOGICAL



### CRINIPAN

Antifungal active ingredient that actively fights *Malassezia furfur* which activates the lysis of the cell membrane of this fungus, which is the main cause for the formation of dandruff.

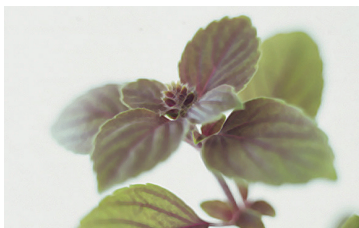
## BIODYNAMIC



### BIODYNAMIC THYME (PURE MICRONIZED PLANT) AND ORGANIC THYME EXTRACT

Thyme is a natural invigorator of micro-blood circulation and has antimicrobial, sebum-regulating and antiseptic properties which make it ideal for the treatment of scalps prone to oily and or dry dandruff.

## BOTANICAL



### MENTHOL EXTRACT

Menthol, extracted from Mint essential oil, performs astringent and purifying actions on the scalp. It bestows an immediate sensation of freshness and relief and boasts significant anti-itching properties.

## BIOTECHNOLOGICAL



### PHYCOSACCHARIDE ACG

A blend based on an oligosaccharide obtained from the *Laminaria Digitata* alga combined with Zinc. It inhibits the 5-alpha-reductase and soothes skin irritations promoting healing of wounds.

## ORGANIC



### ORGANIC WILLOW

Contains a phytocomplex that is particularly rich in flavonoids and salicylic glucosides (precursors of the salicylic acid, which contain sugar molecules). Willow extracts offer antibacterial, anti-inflammatory and toning properties on the scalp.

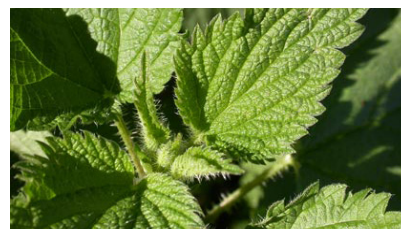
## BOTANICAL



### RICE WAX MICRO-GRANULES

Rice wax micro-granules perform a natural, delicate and effective scrub in order to remove oily and or dry dandruff. Encourages delicate scale detachment, purifying the scalp and stimulates microcirculation of the scalp.

## BIOTECHNOLOGICAL



### PURICOMPLEX

A phytocomplex made up of organic Nettle and Burdock, two plants with an extremely high astringent, purifying and anti-oil power, for the delicate and effective cleaning of seborrheic skin.



# PURIFYING TREATMENT STEPS

**For best results, follow this treatment schedule.**

Weekly treatment for 5-6 weeks.  
Follow up as needed.

## STEP 1

Using the small spoon in the wooden application kit, add 1 1/2 teaspoons of Pure Biodynamic Thyme for every 25 mL of Purifying Rice Wax.



## STEP 2

With the spatula, mix and apply the compound on clean, dry skin. Spread the mixture over the scalp using the flat brush and massage intensely for 5 minutes. Leave the treatment on for an additional 10 minutes and then rinse with warm water.



## STEP 3

For dry dandruff massage the hair and scalp using the Purifying Hair Bath for Dry Scalps or if treating for oily dandruff use the Purifying Hair Bath for Oily Scalps, continue to massage for 3-5 minutes and rinse. Repeat cleanse if necessary and finish with recommended mask of choice.



## RECOMMENDED HOME CARE

Purifying Hair Bath for Dry or Oily Scalps







## HOLISTIC SCALP TREATMENTS



### REBALANCING EXCESS SEBUM



## ESSENTIALS

### PURE BIODYNAMIC SAGE

- + Antiseptic, antimicrobial and anti-inflammatory
- + Stimulating and normalizing action of skin functions

### AMAZONIAN CONTROL CLAY

- + Absorbs excess sebum and impurities
- + Eliminates toxins and unpleasant scalp odors

### SEBUM BALANCE HAIR BATH

- + Purifies and normalizes oily scalps
- + Contrasts the oily effect of the hair and sanitizes the scalp

# NATURAL REMEDIES FOR OILY SCALP

## BIODYNAMIC



### BIODYNAMIC SAGE

Activates the peripheral circulation causing a stimulating effect and improving skin functions. Due to the presence of phenols, it carries out an antiseptic action which purifies and fights bacteria. In the rebalancing line, it is available both in the form of essential oil and pure micronized plant form.

## ORGANIC



### ORGANIC EUPHRASIA EXTRACT

Carries out a softening, invigorating, astringent and anti-inflammatory action, particularly indicated for the treatment of sensitive skin.

## ETHICAL



### ETHICAL WHITE AMAZONIAN CLAY

An active ingredient deriving from the Amazon basin, where nutrients found are at the highest levels. It rebalances the scalp with excessive sebaceous secretions, performing delicate yet effective detoxing, astringent and purifying actions.

## ETHICAL



### ETHICAL TEAK & MAHOGANY

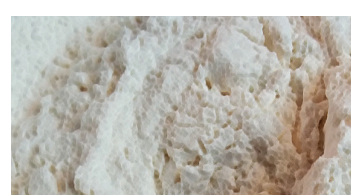
Teak extract is often used in Ayurvedic medicine to strengthen hair structure and also for its antibacterial properties. Mahogany is a plant often used in traditional African medicine for its prestigious qualities; energizing and invigorating for hair.

## BOTANICAL



### BUGBANE EXTRACT

Bugbane actively contrasts sebaceous hyperactivity inhibiting the action of the enzyme 5- $\alpha$  reductase, responsible for the overproduction of sebum. Bugbane acts on all the causes that provoke oily hair: seborrheic scalps, seasonal change, hormonal factors and stress, significantly reducing sebum.



### SURFACTANT DERIVED FROM COCONUT ENHANCED WITH ZINC SALTS

Acts as a sebum regulator, favoring the correct oxygenation of the hair and carries out a delicate deodorant action. Stimulates the cellular metabolism, skin renewal and the correct development of the hair.



# REBALANCING TREATMENT STEPS

**For best results, follow this treatment schedule.**

Six bi-weekly treatments.

Follow up as needed.

## STEP 1

Using the small spoon in the wooden application kit, add 1 teaspoon of Pure Biodynamic Sage for every 25 mL of Amazonian Control Clay.



## STEP 2

With the spatula, mix slowly and apply the compound on clean, dry skin. Spread the mixture over the scalp using the flat brush and massage lightly. Only use slight pressure as to not stimulate the sebaceous gland. Leave mixture on for 10-15 minutes then rinse with warm water.



## STEP 3

Cleanse using the Sebum Balance Hair bath and leave product on for 3-5 minutes, rinse. Repeat cleanse if necessary and finish with recommended Oway mask of choice.



## RECOMMENDED HOME CARE

Sebum Balance Hair Bath







# HOLISTIC SCALP TREATMENTS



## SOOTHING IRRITATED AND SENSITIVE SKIN



### ESSENTIALS

#### PURE BIODYNAMIC HELICHRYSUM

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

#### ZANTHOXYLUM SOOTHING GEL

- + Helps naturally control problems of reddening and irritation
- + Counters delipidation

#### SOOTHING HAIR BATH

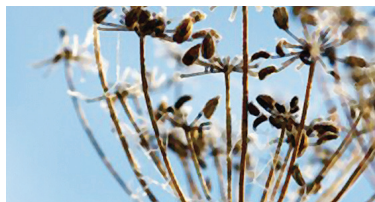
- + Free from ethoxylated surfactants and sulphates
- + Ultra-delicate cleanser that soothes even the most sensitive skin, like that of children or those with sensitive scalps

#### SOOTHING REMEDY

- + Reduces irritations and itching with efficient soothing and anti-reddening action
- + Gently moisturizes the scalp, restoring skin balance

# NATURAL REMEDIES FOR SENSITIVE SCALP

## BIODYNAMIC



### BIODYNAMIC FENNEL ESSENTIAL OIL

Depurative and detoxing, biodynamic Fennel stimulates the elimination of liquids and toxins and counters their accumulation. It also encourages skin microcirculation and has a smoothing action.

## BIODYNAMIC



### BIODYNAMIC HELICHRYSUM

Thanks to its soothing action against redness and irritation, Helichrysum is particularly suited for the treatment of delicate, sensitive skin. Moreover, the plant performs a considerable protective action on the skin. In the soothing line, it is available both in the form of extract and pure micronized plant form.

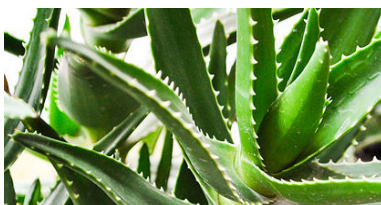
## ORGANIC



### ORGANIC AMARANTH EXTRACT

Rich in easily assimilable proteins, it contains a considerable amount of fats and is rich in mineral substances, which give the hair body and shine. Amaranth has always been considered a sacred plant.

## ORGANIC



### ORGANIC ALOE VERA

Rich in Polysaccharides, Amino acids, Organic acids and phytosterols, Aloe Vera has a proven calming action. In fact, its extract has an enzyme that inhibits the action of bradykinin, an inflammatory agent. Finally, it has antibacterial and antimicrobial properties, thus contributing to restoring the skin microflora balance.

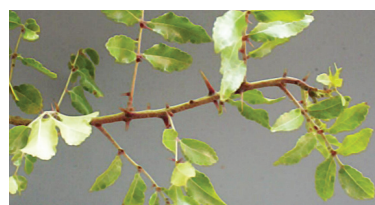
## ETHICAL



### ETHICAL TEAK & MAHOGANY

Teak extract is often used in Ayurvedic medicine to strengthen hair structure and also for its antibacterial properties. Mahogany is a plant often used in traditional African medicine for its prestigious qualities: energizing and invigorating for hair.

## BOTANICAL



### ZANTHOXYLUM EXTRACT

An ancient plant of Chinese origin, Zanthoxylum performs soothing, anti-irritant actions. This active ingredient offers immediate relief from sensitive and irritated scalps.

## BIOTECHNOLOGICAL



### SODIUM PCA

Sodium PCA is an organic compound with moisturizing properties. In fact, its structure allows it to bind with and hold in water, thanks to the presence of functional hydrophilic groups.

## BIOTECHNOLOGICAL



### NON-ETHOXYLATED SURFACTANTS

To treat sensitive reddening and irritated skin, OW chooses a mix of non-ethoxylated surfactants of vegetable origin which produce that soothing, clean feeling on the scalp.

## BIOTECHNOLOGICAL



### DELICATE AND HYDRATING CO-SURFACTANTS

The surfactants contained in the soothing hair bath are derived from Nutmeg and Wheat Proteins, which cleanse away impurities without depriving the skin of the lipid layer it needs to function properly.



# SOOTHING TREATMENT STEPS

**For best results, follow this treatment schedule.** Five to six weekly treatments. Follow up as needed.

## STEP 1

Using the small spoon in the wooden application kit, add 1 teaspoon of Pure Biodynamic Helichrysum for every 25 mL of Zanthoxylum Soothing Gel.



## STEP 2

With the spatula, mix slowly and apply the compound on clean, dry skin. Spread the mixture over the scalp using the flat brush and massage lightly. Leave treatment on for 10-15 minutes and then rinse with warm water.



## STEP 3

Using Soothing Hair Bath, massage lightly on the scalp, leave on 3-5 minutes and rinse. Repeat cleanse if necessary and finish with the recommended mask of choice.



## STEP 4

Section hair and apply Soothing Remedy as a spot treatment to the sensitized skin areas or all over scalp. Massage products onto scalp and then dry hair and style.



## RECOMMENDED HOME CARE

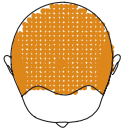
Soothing Balance Hair Bath and Soothing Remedy







# HOLISTIC SCALP TREATMENTS



## HAIR-LOSS HAIR LOSS



### ESSENTIALS

#### MICRO-STIMULATING HAIR BATH

+ Relieves itching and burning typical of skin with dandruff

+ Promotes a refreshing, anti-irritant and antimicrobial action

#### DENSIFYING REMEDY

+ Exfoliates and regenerates skin subject to scaling.

+ Eliminates oily or dry dandruff build-up on skin, reactivating the scalp's microcirculation

#### VIVIFYING REMEDY

+ Scalp rebalancing and the elimination of dry dandruff

+ Delicate cleansing action, lightly moisturizes the skin

### FOR DERMATITIS, IRRITATION, REDDENING AND CUTANEOUS TROPISM

#### PURE BIODYNAMIC HELICHRYSUM

+ Performs soothing, repairing, healing and re-epithelizing actions

+ Gives protection against damage induced by oxidizing agents

#### ZANTHOXYLUM SOOTHING GEL

+ Relieves sensitized skin. Helps naturally control problems of reddening and irritation

+ Counters delipidation

# NATURAL REMEDIES FOR HAIR LOSS

## BIODYNAMIC



### BIODYNAMIC MINT ESSENTIAL OIL

Performs a reactivating and refreshing action on the microcirculation, providing the scalp with immediate relief and a sensation of well-being.

## ORGANIC



### BIODYNAMIC HORSE-CHESTNUT EXTRACT

Amongst the most effective remedies for reactivating microcirculation, biodynamic Horse Chestnut extract stimulates the follicle area. Thanks to the saponin and esculin it contains, it regulates hair permeability and resilience, improving blood vessel microcirculation and stimulating the reactivation and strengthening of the hair bulb.

## ETHICAL



### ETHICAL TEAK & MAHOGANY

Teak extract is often used in Ayurvedic medicine to strengthen hair structure and also for its antibacterial properties. Mahogany is a plant often used in traditional African medicine for its prestigious qualities: energizing and invigorating for hair.

## BOTANICAL



### CEDAR ESSENTIAL OIL

Performs an anti-oxidant action on the hair roots while stimulating regrowth by encouraging peripheral micro blood circulation. Consequently, the scalp tissue is better oxygenated and perfused promoting hair nourishment through its roots.

## BOTANICAL



### MENTHOL EXTRACT

Menthol, extracted from Mint essential oil, performs astringent and purifying actions on the scalp. It bestows an immediate sensation of freshness and relief and boasts significant anti-itching properties.

## BIOTECHNOLOGICAL



### VEGETABLE STEM CELLS FROM BUDDLEJA DAVIDII

The vegetable stem cells from Buddleja davidii help hair follicle cells reproduce, improving their capacity for self-renewal; thus protecting all the cells in our body from oxidative damage. Cells maintain their functionality, slowing down the process of cellular aging.

## BIOTECHNOLOGICAL



### DYNAGEN

Active ingredient derived from yeast that favors the bulb anchorage to the follicle and the growth of healthy and strong hair

## BIOTECHNOLOGICAL



### DENSIPLANT

Active ingredient derived from legumes that increases the anagen phase of hair birth and growth, and slows down the telogen process of hair loss.

## BIOTECHNOLOGICAL



### HAIRSPA COMPLEX™

A complex based on Xylitol and Lactitol that restores skin balance, favoring the proliferation of healthy microflora.



## SIMPLE HAIR LOSS TREATMENT STEPS

**For best results, follow this treatment schedule.**

Eight to ten weekly treatments. Follow up as needed.

### STEP 1

Apply Micro-Stimulating Bath to wet hair, then leave on 3-5 minutes. Repeat if necessary and apply mask of choice to ends of hair.



### STEP 2

Section hair and apply 5-8 drops of Densifying Ampoule (shake bottle first) to the scalp and massage throughout for 5 minutes. Dry hair and style as desired .



### RECOMMENDED HOME CARE

Micro-stimulating Hair Bath and Densifying Remedy



## HAIR LOSS CAUSED BY COMBINED FACTORS

**Dandruff and sebum which block the normal oxygenation of the hair.**

### STEP 1

Do 1-2 Rebalancing Treatments. If problem persists, proceed with Purifying Treatments.



### RECOMMENDED HOME CARE

Sebum Balance Hair Bath





# HAIR LOSS CAUSED BY CUTANEOUS TROPISM

**For best results, follow this treatment schedule.**

Ten to twelve weekly treatments. Follow up as needed.

## STEP 1

Using the small spoon in the wooden application kit, add 1 teaspoon of Pure Biodynamic Helichrysum for every 25 mL of Zanthoxylum Soothing Gel.



## STEP 2

With the spatula, mix slowly and apply the compound on clean, dry skin. Spread the mixture over the scalp using the flat brush and massage intensely for 5-8 minutes. Leave on for an additional 10 minutes and then rinse with warm water.



## STEP 3

Apply Micro-stimulating Hair Bath on damp hair, massage and leave on for 3-5 minutes then rinse. Repeat cleanse if necessary and finish with recommended mask of choice.



## STEP 4

Section hair and apply 5-8 drops of Densifying Remedy Ampoule directly onto scalp and massage for at least 5 minutes. Dry hair and proceed with styling.



## RECOMMENDED HOME CARE

Micro-Stimulating Hair Bath and Densifying Remedy



## HAIR LOSS WITH PRESENCE OF DERMATITIS, IRRITATION AND REDDENING

**For best results, follow this treatment schedule.** Six to eight weekly treatments. Follow up as needed.

### STEP 1

Using the small spoon in the wooden application kit add 1 teaspoon of Pure Biodynamic Helichrysum for every 25 mL of Zanthoxylum Soothing Gel.



### STEP 2

With the spatula, mix slowly and apply the compound on clean, dry skin. Spread the mixture over the scalp using the flat brush and massage intensely for 5-8 minutes. Leave on an additional 10 minutes and then rinse with warm water.



### STEP 3

Apply Micro-stimulating Hair Bath on damp hair, massage and leave on for 3-5 minutes and rinse. Repeat cleanse if necessary and finish with recommended mask of choice.



### STEP 4

Section hair and apply 5-8 drops of Vivifying Remedy Ampoule directly onto scalp and massage for at least 5 minutes. Dry hair and proceed with styling.



## RECOMMENDED HOME CARE

Micro-stimulating Hair Bath and Vivifying Remedy



# HAIR LOSS CAUSED BY DANDRUFF

**More or less thick, usually connected with hormonal imbalances.**

## STEP 1

Follow Purifying for Oily Scalps Treatment. In case of dermatitis, it is advisable to use Purifying for Dry Scalps.



## RECOMMENDED HOME CARE

Purifying Hair Bath for Dry or Oily Scalps





# Suggested Treatment Price Guide

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	SALON COST	SUGGESTED SERVICE PRICE
<b>PURIFYING</b> 5 ml Purifying Hair Bath 1.5 teaspoons Thyme 25 ml Purifying Rice Wax Mask	\$6	\$32*
<b>REBALANCING</b> 5 ml Sebum Balance Hair Bath 1 teaspoon Sage 25 ml Amazonian Control Clay Mask	\$6	\$32*
<b>SOOTHING</b> 5 ml Soothing Hair Bath 1 teaspoons Helichrysum 25 ml Soothing Gel 1 ml Soothing Remedy	\$6	\$32*
<b>HAIR LOSS (SIMPLE)</b> 5 ml Micro-Stimulating Hair Bath Densifying/ Vivifying Drops Mask	\$2	\$24*
<b>HAIR LOSS</b> 5 ml Micro-Stimulating Hair Bath 1 teaspoons Helichrysum 25 ml Soothing Gel 1 ml Densifying Remedy Mask	\$6	\$32*
<b>HERBS AND CLAY</b> 6 teaspoons Herbs and Clay Peeling Cleanser 10 Drops Oil Blend	\$2	\$24*

\*The suggested service price is based on the cost of product listed and amounts at a 100% markup plus a \$20 service charge. Salon demographic may play a role in determining price. Price may also fluctuate if being used as a stand alone service or an add-on.



# TREATMENT CYCLE FOR SCALP CONDITIONS

## INTENSIVE IN-SALON TREATMENTS



### purifying / DANDRUFF

#### case 1 DRY / 5-6 WEEKLY SESSIONS SCALP WITH DRY DANDRUFF, FLAKING AND ITCHING



##### STEP 1 PURE BIODYNAMIC THYME + PURIFYING RICE WAX

Add 1 1/2 teaspoonfuls of Pure Biodynamic Thyme for every 25 ml of Purifying Rice Wax. Mix and apply treatment to the skin and massage intensely for 5 mins. Leave on a remaining 10 mins. Rinse with warm water.

##### STEP 2 PURIFYING HAIR BATH - DRY SCALPS

Apply to wet hair, massage and leave on 3-5 minutes before rinsing. Repeat if necessary.

#### case 2 OILY / 5-6 WEEKLY SESSIONS SCALP WITH OILY DANDRUFF AND ITCHING



##### STEP 1 PURE BIODYNAMIC THYME + PURIFYING RICE WAX

Add 1 1/2 teaspoonfuls of Pure Biodynamic Thyme for every 25 ml of Purifying Rice Wax. Mix and apply treatment to the skin and massage intensely for 5 mins. Leave on a remaining 10 mins. Rinse with warm water.

##### STEP 2 PURIFYING HAIR BATH - OILY SCALPS

Apply to wet hair, massage and leave on 3-5 minutes before rinsing. Repeat if necessary.



### rebalancing / EXCESS SEBUM

#### case 1 / MIN. 6 BI-WEEKLY SESSIONS SKIN WITH MORE OR LESS DEFINED YELLOW SPOTS AND SHINY SKIN



#### case 2 / MIN. 6 BI-WEEKLY SESSIONS YELLOW SPOTS ON SKIN WITH OILY STRANDS



#### case 3 / MIN. 6 BI-WEEKLY SESSIONS OIL WITH CLUMPS OF DANDRUFF



##### STEP 1 PURE BIODYNAMIC SAGE + AMAZONIAN CONTROL CLAY

Add 1 teaspoonful of Pure Biodynamic Sage for every 25 ml of Amazonian Control Clay. Mix slowly. Apply treatment to the skin and massage lightly. (Exert only slight pressure during application for not to stimulate the sebaceous gland.) Leave on 10-15 mins. Rinse with warm water.

##### STEP 1 SEBUM BALANCE HAIR BATH

Apply to wet hair, massage, leave on 3-5 minutes and rinse. Repeat if necessary.



### soothing / IRRITATED AND SENSITIVE SKIN

#### case 1 / 5-6 WEEKLY SESSIONS RED PATCHES



#### case 2 5-6 WEEKLY SESSIONS RED PATCHES WITH LESIONS AND ABRASIONS



#### case 3 / 5-6 WEEKLY SESSIONS WIDESPREAD REDNESS



#### case 4 / 5-6 WEEKLY SESSIONS SEBORRHEIC DERMATITIS



##### STEP 1 PURE BIODYNAMIC HELICHRYSUM + ZANTHOXYLUM SOOTHING GEL

Add 1 teaspoonful of Pure Biodynamic Helichrysum for every 25 ml of Zanthoxylum Soothing Gel. Mix slowly. Apply the treatment to the skin and massage lightly. Leave on 10-15 mins. Rinse with warm water.

##### STEP 2 SOOTHING HAIR BATH

Apply to wet hair, massage, leave on 3-5 minutes and rinse. Repeat if necessary.

##### STEP 3 SOOTHING REMEDY

Apply on the scalp, massage, and leave in. (Can be used all over or as a spot treatment.) Dry hair.



# TREATMENT CYCLE FOR SCALP CONDITIONS



## hair-loss / HAIR LOSS

### case 1 / 8-10 WEEKLY SESSIONS

#### SIMPLE HAIR LOSS (NORMAL SCALP)

WE ADVISE PASSING YOUR FINGERS THROUGH THE CLIENT'S HAIR TO ASSESS THE EXTENT OF THE LOSS.



##### STEP 1

##### MICRO-STIMULATING HAIR BATH

Apply to wet hair, massage, leave on 3-5 minutes and rinse. Repeat if necessary.

##### STEP 2

##### DENSIFYING REMEDY OR VIVIFYING REMEDY (VIALS)

After cleansing, apply 5-8 drops of the Densifying Remedy/Vivifying Remedy vial directly on the scalp and massage for at least 5 mins. Leave in and proceed to dry hair.

### case 2 / 10-12 WEEKLY SESSIONS

#### HAIR LOSS CAUSED BY CUTANEOUS TROPIISM

THINNING HAIR. HIGH/FRONT AREA ESPECIALLY TOUGH AND SKIN GLUED TO THE HEAD, CAUSING LACK OF NOURISHMENT.



##### STEP 1

##### PURE BIODYNAMIC HELICHRYSUM + ZANTHOXYLUM SOOTHING GEL

Add 1 teaspoonful of Pure Biodynamic Helichrysum for every 25 ml of Zanthoxylum Soothing Gel. Mix slowly. Apply treatment to the skin and massage intensely for 5-8 mins. Leave on 10 mins. Rinse with warm water.

##### STEP 2

##### MICRO-STIMULATING HAIR BATH

Apply to wet hair, massage, leave on 3-5 minutes and rinse. Repeat if necessary.

##### STEP 3

##### DENSIFYING REMEDY (VIALS)

After cleansing, apply 5-8 drops of the Densifying Remedy vial directly on the scalp and massage for at least 5 mins. Leave in and proceed to dry hair.

### case 3 / 6-8 WEEKLY SESSIONS

#### HAIR LOSS OF SENSITIVE SCALPS WITH PRESENCE OF DERMATITIS, IRRITATION AND REDDENING



##### STEP 1

##### PURE BIODYNAMIC HELICHRYSUM + ZANTHOXYLUM SOOTHING GEL

Add 1 teaspoonful of Pure Biodynamic Helichrysum for every 25 ml of Zanthoxylum Soothing Gel. Mix slowly. Apply treatment to the skin and massage intensely for 5-8 mins. Leave on 10 mins. Rinse with warm water.

##### STEP 2

##### MICRO-STIMULATING HAIR BATH

Apply to wet hair, massage, leave on 3-5 minutes and rinse. Repeat if necessary.

##### STEP 3

##### VIVIFYING REMEDY (VIALS) - SENSITIVE SCALP

Apply 5-8 drops of the Vivifying Remedy vial directly on the scalp and massage for at least 5 mins. Leave in and dry.

### case 4 /

#### HAIR LOSS CAUSED BY COMBINED FACTORS: DANDRUFF AND SEBUM WHICH BLOCK THE NORMAL OXYGENATION OF THE HAIR\*\*

(\* START WITH 1-2 SESSIONS THEN PROCEED WITH APPROPRIATE HAIR LOSS CASE)

#### HAIR LOSS CAUSED BY EXCESS SEBUM (YELLOW SPOTS CAUSED BY OIL / PERSPIRATION)



##### STEP 1

##### PURE BIODYNAMIC SAGE + AMAZONIAN CONTROL CLAY

Add 1 teaspoonful of Pure Biodynamic Sage for every 25 ml of Amazonian Control Clay. Apply treatment to the skin and massage lightly. Leave on 10 mins. Rinse with warm water.

##### STEP 2

##### SEBUM BALANCE HAIR BATH

Apply to wet hair, massage, leave on 3-5 minutes and rinse. Repeat if necessary.

#### HAIR LOSS CAUSED BY DANDRUFF (MORE OR LESS THICK, USUALLY CONNECTED WITH HORMONAL IMBALANCES)



##### STEP 1

##### PURE BIODYNAMIC THYME + PURIFYING RICE WAX

Add 1 1/2 teaspoonfuls of Pure Biodynamic Thyme for every 25 ml of Purifying Rice Wax. Mix and apply the treatment to the skin. Massage lightly. Leave on 10 mins. Rinse with warm water.

##### STEP 2

##### PURIFYING HAIR BATH - OILY SCALP

Apply to wet hair, massage, leave on 3-5 minutes and rinse. Repeat if necessary.



# NOTES

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