

WHICH OWAY HAIR SERUM SHOULD I USE?



When it comes to Organic Way, their lineup of professional organic hair care and styling products are extensive. With 4 separate serums to choose from, you may be wondering which product is best for each hair type and styling situation.

We've put together a quick reference guide to explain the differences between each serum so you know the when, why, and how behind each one.

Smoothing Fluid



lightweight
heat resistant

The **most lightweight serum** is the Smoothing Fluid. This is part of the [Smoothing line](#) of products and is recommended for those who intend to blow dry and flat iron their hair straight. It will add brightness and softness to the hair while protecting the hair fibers from the heat of your styling tools without weighing hair down.

Key Ingredients:

- *Organic Damask Rose Extract*: for lightweight hydration and powerful antioxidants
- *Biodynamic Caraway Seed Extract*: revitalizes the mind and hair with Vitamin E, lutein and carotene
- *Fair Trade Buriti Oil*: prevents hair from becoming overly dry and adds radiant shine

Directions: Use by putting into damp hair before beginning to style. It's lightweight consistency also makes it an amazing finishing serum to polish off any fly aways.

Glossy Nectar



versatile
restorative

Glossy Nectar is slightly more concentrated than the Smoothing fluid, but still a light serum. It is a wonderful solution for thin hair that may be very damaged and rebellious. It penetrates the cuticle to nourish and rebuild the hair from the inside, while polishing the outside with shine. Bonus: When used on wet hair, it **cuts blow drying time down by 50%!**

Key Ingredients:

- *Biodynamic White Horehound Extract*: reinforces hair structure, all-natural UV protection
- *Organic Black Quinoa*: for strength and protection
- *Fair Trade Marula Oil* for hydration and shine

Directions: Use on damp or dry hair.

Silk 'N Glow Serum



hydrate
replenish

Silk'N Glow Serum is heavier than Glossy Nectar, giving excellent nourishment and control over frizzy locks. As a member of the [Silk 'N Glow Care Line](#), these synergy products are great for adding shine and manageability to coarse, dry or damaged hair.

Key Ingredients:

- *Biodynamic Oat Extract*: restructures hair and locks in moisture
- *Organic Cold Pressed Cupuacu Butter*: for superior hydration and softening
- *Fair Trade Brazilian Nut Oil* for detangling and anti-frizz properties

Directions: Can be applied to damp or dry hair. Use along with the Silk' N Glow Hair Bath and Hair Mask to get the most benefits.

Nurturing Drops



nourishing
protective

Finally, we have the **Nurturing Drops**. These highly concentrated drops are the heaviest of the serums, but will not leave the hair feeling greasy or weighed down. It's expertly formulated to ensure maximum absorbency and delivery of nutrients to the hair fiber. It nourishes and seals dry and damaged ends, while adding shine and protection from heat styling. Nurturing Drops are mainly ideal for thick or coarse strands, but small amounts can be used for other hair types.

Key Ingredients:

- *Biodynamic White Horehound Extract*: reinforces hair structure, all-natural UV protection
- *Organic Black Quinoa*: for strength and protection
- *Fair Trade Marula Oil*: for hydration and shine

Directions: Apply to damp or dry hair prior or after styling, concentrating on the ends.

Styling Tip: All of these serums will be applied beginning with the ends and working up the lengths of the hair. Avoid the root area so as not to get too greasy of a look or have too much weight with the thicker serums. For fine hair begin with 1-2 drops of the serum and work that in, adding more if needed for thicker hair types.

All Organic Way (Oway) Hair Serums Are:

- Cruelty-Free & Vegan
- No Synthetic Fragrance
- No Petrolatum
- No PEGS/PPGs/BGs
- No Parabens
- No Artificial Colorants
- No EDTA
- No Phthalates
- No GMOs