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WAY

Hmelt

paraben-free
without petrolatum
without fragrance

Coloring, brightening and
revitalizing concentrate pigments

Hmelt

Born from a series of alchemical
natural processes to reveal your exact
shade of color





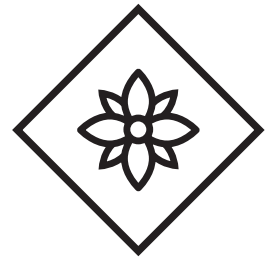
FIRST PROCESS

From seeds to medicinal herbs, through the biodynamic method



SECOND PROCESS

From biodynamic plants to Hmelt concentrate of light and color



FINAL REVELATION

Hmelt helps self-expression through color





FIRST PROCESS

**From seeds to medicinal herbs,
through the biodynamic method**



biodynamics

The active biodynamic ingredients contained in our products are grown directly in our biodynamic estate ORTOFFICINA or are bought from certified farmers.

Hmelt contains phyto-active ingredients from biodynamic plants, the purest and healthiest farming technique, which completely excludes the use of pesticides and synthetic fertilizers, and respects and enriches the soil.



seeds

The biodynamic soil is made soft and fertile naturally by humus, earthworms, insects, biodynamic preparations and natural fertilizers.

Powered by this perfect nourishment, the soil is rich, alive and healthy, and does not require to be treated with any synthetic fertiliser, pesticide or petroleum-based chemical fertiliser. In this perfect habitat, seeds, true concentrates of nutrients, are planted and their transformation begins.



plants

By taking utmost nourishment from soil and sun, seeds turn into strong plants, flowers and fruits, extremely rich in active ingredients.

Without the help of synthetic fertilisers and substances, biodynamic plants alone develop the ability to defend themselves from external agents, producing anthocyanins, antioxidants and polyphenols, which make their active ingredients extremely effective.





SECOND PROCESS

**From biodynamic plants to Hmelt
concentrate of light and color**



extraction

Harvested in the balsamic period, when plant phyto-active substances are full of their concentration and effectiveness.

Officinal herbs are transformed with completely natural methods into nourishing, antioxidant, and illuminating active ingredients.



formulation

Phyto-active substances arrive at OW's Alchemy Laboratories, that follow the principles of GREEN CHEMISTRY.

They are combined with ingredients from fair trade, organic farming and other high-quality raw materials.



preservation

The result of this marriage is Hmelt concentrates, which are packaged in the purest and most precious containers.

Glass and aluminium, 100% recyclable and infinitely reusable. The only materials able to protect the integrity of the botanical extracts of formulas.



BOTANICAL ATLAS

The natural powers of Hmelt phytoactives

organic mullein

Mullein leverages the process of photoluminescence: it absorbs the most powerful UV radiation, transforming it into brightness. This makes its flowers extremely brilliant and visible to insects, encouraging pollination.

- IT INCREASES HAIR BRILLIANCE PROGRESSIVELY, TREATMENT AFTER TREATMENT.
- IT PROTECTS AGAINST PHOTO-OXIDATIVE STRESS DUE TO UV RAYS.
- IT MAKES HAIR LOOK YOUNGER AND MORE RESISTANT.



fair trade phytopigments*

Exclusive phytopigments (Rhatany, Broom, Walnut, Lycopene, Turmeric and Saffron) polish hair fibre, protecting your hair with antioxidant action.



They give natural depth to reflections, intensifying them. Each shade features a custom blend of phytopigments, depending on the reflection you wish to emphasize.

biodynamic curly dock

It is grown using the biodynamic method, the purest and healthiest farming technique, which completely excludes the use of pesticides and synthetic fertilizers.



Its content of Iron, Magnesium, Potassium and Calcium remineralizes hair fibre, while the incredible content of Vitamins A and C offers energy and antioxidant protection.

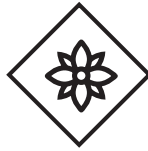
*** PHYTOPIGMENTS DERIVE FROM FAIR TRADE, THROUGH WHICH WE HELP THE ECONOMY OF ECONOMICALLY DISADVANTAGED INDIGENOUS PEOPLES.**

FROM OUR ALCHEMICAL LABORATORIES TO THE PUREST AND NATURAL CONTAINERS: GLASS AND ALUMINIUM



Glass and aluminium are 100% pure and do not release toxic substances or contain potentially harmful components. They are also friends of the environment, 100% recyclable for an infinite number of times. In order to minimize the impact on the environment, OW only uses essential packaging, eliminating anything that is not strictly necessary.





FINAL REVELATION

**Hmelt helps customers find their
own expression through color**



the meaning of color

Nonverbal forms of communication, colors communicate in an instinctive, immediate and deep way.

They illustrate a mood, they elicit an emotion, they inspire, they impel to action, they speak about us.



the chromatic sign

In OW salons, Hmelt undergoes its final transformation.

With Hmelt, every salon customer finds their own chromatic sign, a true expression of their personality.



self-expression through color

Every OW salon customer can find the exact shade of their personality and the reflection of their mood.

Hmelt is the alchemical concentrate that allows you to express mystery, radiance, harmony, charm, energy, elegance and fun.

Hmelt

Coloring, brightening and revitalizing concentrate pigments

WITH FAIR TRADE PHYTOPIGMENTS, BIODYNAMIC CURLY DOCK
AND ORGANIC MULLEIN



AVAILABLE IN 9 SHADES

Hmelt Authentic Chestnut 	Hmelt Glamour Copper Gold 	Hmelt Divine Gold 	Hmelt Sunny Orange 	Hmelt Red Energy 	Hmelt Mysterious Purple 	Hmelt Playful Rose 	Hmelt Blue Charm 	Hmelt Green Harmony 
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HMELT PLUS:

- PURE COLORING, REVITALIZING AND BRIGHTENING PIGMENTS FOR NATURAL AND COSMETIC COLORS
- THANKS TO FAIR TRADE PHYTOPIGMENTS, THEY YIELD INTENSE AND NATURAL REFLECTIONS
- ORGANIC MULLEIN ADDS INCREDIBLE BRIGHTNESS, BIODYNAMIC CURLY DOCK REMINERALIZES HAIR FIBRE
- EXTREMELY VERSATILE, THEY CAN BE USED IN A DEDICATED TREATMENT OR ADDED TO OTHER SALON SERVICES

SIZE: 50 ml

Hmelt Mask

Brightening, nourishing and reflecting pack

WITH FAIR TRADE PHYTOPIGMENTS, BIODYNAMIC CURLY DOCK
AND ORGANIC MULLEIN



AVAILABLE IN 6 SHADES

Hmelt Mask Authentic Chestnut	Hmelt Mask Glamour Copper Gold	Hmelt Mask Divine Gold	Hmelt Mask Sunny Orange	Hmelt Mask Red Energy	Hmelt Mask Mysterious Purple
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HMELT MASK PLUS:

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

SIZE: 125 ml

Hmelt

Coloring, brightening and revitalizing concentrate pigments

WITH FAIR TRADE PHYTOPIGMENTS, BIODYNAMIC CURLY DOCK AND ORGANIC MULLEIN



								
Hmelt Authentic Chestnut	Hmelt Glamour Copper Gold	Hmelt Divine Gold	Hmelt Sunny Orange	Hmelt Red Energy	Hmelt Mysterious Purple	Hmelt Playful Rose	Hmelt Blue Charm	Hmelt Green Harmony

FOR:

- TO CREATE FASHIONABLE EFFECTS, TO REVITALIZE COSMETIC COLORS, ENHANCE THE HAIR'S NATURAL REFLECTIONS, OR INTENSIFY NATURAL OR COSMETIC COLORS AFTER TREATMENT (STRAIGHTENING OR WAV-ING)

- TO ENHANCE SHINE AND REFLECTIONS OF COSMETIC COLORS

- TO RE-PIGMENT VERY FADED HAIR

- TO NEUTRALISE UNWANTED HUES (ANTI-YELLOW) AND GIVE NEW LIGHT TO BLONDE HAIR

APPLICATION:

40 g HMILK NO STRESS + 20 HMELT drops.

To enhance color intensity, increase the number of drops, depending on the desired effect. For decisive color and pastel results, apply on bleached hair.

HNECTAR: 60 g HNECTAR + 10 HMELT drops + 60 g HCATALYST • HCOLOR: 60 g HCOLOR + 10 HMELT drops + 90 g HCATALYST.

Apply pure **HMELT** directly on hair before applying HCOLOR or HNECTAR.







Add **20 drops** of **HMELT MYSTERIOUS PURPLE** to **HMILK NO STRESS** or to the specific **OW HAIR BATH** for the hair type being treated.

Hmelt Mask

Pack to reactivate light and color WITH FAIR TRADE

PHYTOPIGMENTS, BIODYNAMIC CURLY DOCK AND ORGANIC MULLEIN



					
Hmelt Mask Authentic Chestnut	Hmelt Mask Glamour Copper Gold	Hmelt Mask Divine Gold	Hmelt Mask Sunny Orange	Hmelt Mask Red Energy	Hmelt Mask Mysterious Purple

APPLICATION:

After the hair bath, on blotted dry hair, apply **Hmelt Mask** on the lengths while wearing gloves, distributing it evenly with a comb or with your hands. Leave for 5-10 minutes and rinse thoroughly.

The reflection intensity increases by extending the application times (tot. 20 minutes).





FIND YOUR CUSTOMER'S CHROMATIC SIGN



THE 5-POINT HMELT ALCHEMICAL CONSULTATION

- 1)** Show your customer the chromatic chart, asking them to point to the color they prefer.
- 2)** Read along with your customer the color definition they chose, asking them if they recognize themselves in the description.
- 3)** Continue until you identify the perfect shade.
- 4)** Choose the desired intensity with your customer.
- 5)** Proceed with the corresponding HMELT coloring treatment.

ADVANTAGES

- THE CUSTOMER IS IN THE SPOTLIGHT. **THEY FEEL VALUED.**
- **THE BOND OF TRUST BETWEEN HAIRDRESSER AND CUSTOMER IS STRENGTHENED AND DEEPENED.**
- A STRUCTURED CONSULTATION **THAT ENHANCES THE PERCEPTION OF PROFESSIONALISM** OF THE HAIRDRESSER IS ENGENDERED.
- **BY USING HMELT AS MEANS OF EXPRESSION,** THE CUSTOMER MAY DECIDE TO EXPERIENCE DIFFERENT SHADES, IN ACCORDANCE WITH THEIR MOOD.

Hmelt tools



Hmelt chromatic chart

The palette of HMELT shades that allows choosing fashionable colors in accordance with one's personality and/or mood. Accompanied by explanations on the deep and universal meaning of colors, it is a tool that allows completing the consultation by the hairdresser in a practical and intuitive manner.



Hmelt mask wooden expo

A counter display made of birch wood, for the sale of HMELT MASK.



Hmelt Visual

A versatile visual that communicates the strengths of HMELT line. For integrated communication and the creation of a dedicated corner in your salon: place it on your OW WINDOW SWITCH DISPLAY. The visual can also be displayed in the window or on the floor, using it alone or within the OW WOODEN FRAME.



OW Straw Bowl

Bowl for OW coloring treatments. Use it to blend pigments creatively. It is made of special material derived from grain processing waste. The professional tool for using Hmelt in your salon.



OW Straw Brush

Brush for OW coloring treatments. Use it to work the strands of hair with precision, creating vivid shades and vibrant reflections. It is made of special material derived from grain processing waste. The professional tool for using Hmelt in your salon.



Hmelt mask consumer leaflet

A short leaflet explaining to customers the meaning of the colors, guiding them in the choice of the HMELT and HMELT MASK shade that is best attuned to their features.





OWAY HMELT PACKAGES



Hmelt Unicorn Package

Unleash the magic of your creativity with this Hmelt Pigment & Mask Package



1 each Hmelt pigments:

- Authentic Chestnut 50ml
- Hmelt Glamour Copper Gold 50ml
- Divine Gold 50ml
- Sunny Orange 50ml
- Mysterious Purple 50ml
- Red Energy 50ml
- Playful Rose 50ml
- Blue Charm 50ml
- Green Harmony 50ml

1 each Hmelt Masks:

- Authentic Chestnut 125ml
- Mysterious Purple 125ml
- Glamour Copper Gold 125ml
- Divine Gold 125ml
- Red Energy 125ml
- Sunny Orange 125ml

1 each Hystem product:

- Hmilk No Stress 500ml

Marketing Materials

- 2 Hmelt Mask Consumer Leaflet (Pack of 30)
- 2 Oway Straw Bowl
- 2 Oway Straw Brush
- 2 Hmelt Manual
- 1 Hmelt Chromatic Chart
- 1 Hmelt Visual

For the special price of \$359.95
Regularly \$512.75 - you **SAVE \$152.80 (30%)**

Hmelt Pigment Package

Everything you need to get started using Hmelt pigments in your salon!



Includes 1 of each Hmelt pigment:

- Authentic Chestnut 50ml
- Glamour Copper Gold 50ml
- Divine Gold 50ml
- Sunny Orange 50ml
- Mysterious Purple 50ml
- Red Energy 50ml
- Playful Rose 50ml
- Blue Charm 50ml
- Green Harmony 50ml

Includes 1 each Hystem:

- Hmilk No Stress 500ml

Marketing Materials

- 1 Hmelt Chromatic Chart
- 1 Hmelt Visual
- 1 Hmelt Manual
- 2 Oway Straw Bowls
- 2 Oway Straw Brushes

For the special price of \$259.95

Regularly \$384.20 you **SAVE \$124.25 (32%)**

Hmelt Mask Package

Everything you need to get started using Hmelt Mask in your salon!



Includes 3 of each Hmelt Mask:

- Authentic Chestnut 125ml
- Glamour Copper Gold 125ml
- Divine Gold 125ml
- Sunny Orange 125ml
- Red Energy 125ml
- Mysterious Purple 125ml

Marketing Materials

- 1 Hmelt Mask Wooden Expo
- 2 Hmelt Mask Leaflets (30/pack)

For the special price of \$299.95

Regularly \$426.95 - you **SAVE \$127 (30%)**

Hmelt Individual Product Pricing



Hmelt Pigments (50ml)

Authentic Chestnut	\$29.95
Glamour Copper Gold	\$29.95
Divine Gold	\$29.95
Sunny Orange.....	\$29.95
Mysterious Purple	\$29.95
Red Energy	\$29.95
Playful Rose	\$29.95
Blue Charm	\$29.95
Green Harmony	\$29.95

Hmelt Masks (125ml)

Authentic Chestnut	\$17.95
Mysterious Purple.....	\$17.95
Glamour Copper Gold	\$17.95
Divine Gold.....	\$17.95
Red Energy.....	\$17.95
Sunny Orange.....	\$17.95

Marketing Materials

Hmelt Manual.....	\$6.95
Hmelt Visual.....	\$24.95
Hmelt Mask Consumer Leaflet (30/pack).....	\$4.95
Hmelt Mask Wooden Expo.....	\$89.95
Oway Straw Bowl.....	\$4.95
Oway Straw Brush.....	\$2.95
Hmelt Chromatic Chart.....	\$45.00