



Organic Way:

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



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 in 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.





**BIODYNAMIC
INGREDIENTS**



**GREEN
CHEMISTRY**



**FAIR TRADE
NETWORKS**



**SUSTAINABLE
DEVELOPMENT**



**HOLISTIC
WELLNESS**

BIODYNAMIC BOTANICALS

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 harvest.

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 protect the environment.
- ♥ Contribute to the economic stability and well-being of over 800 local communities.

SUSTAINABLE LUXURY

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

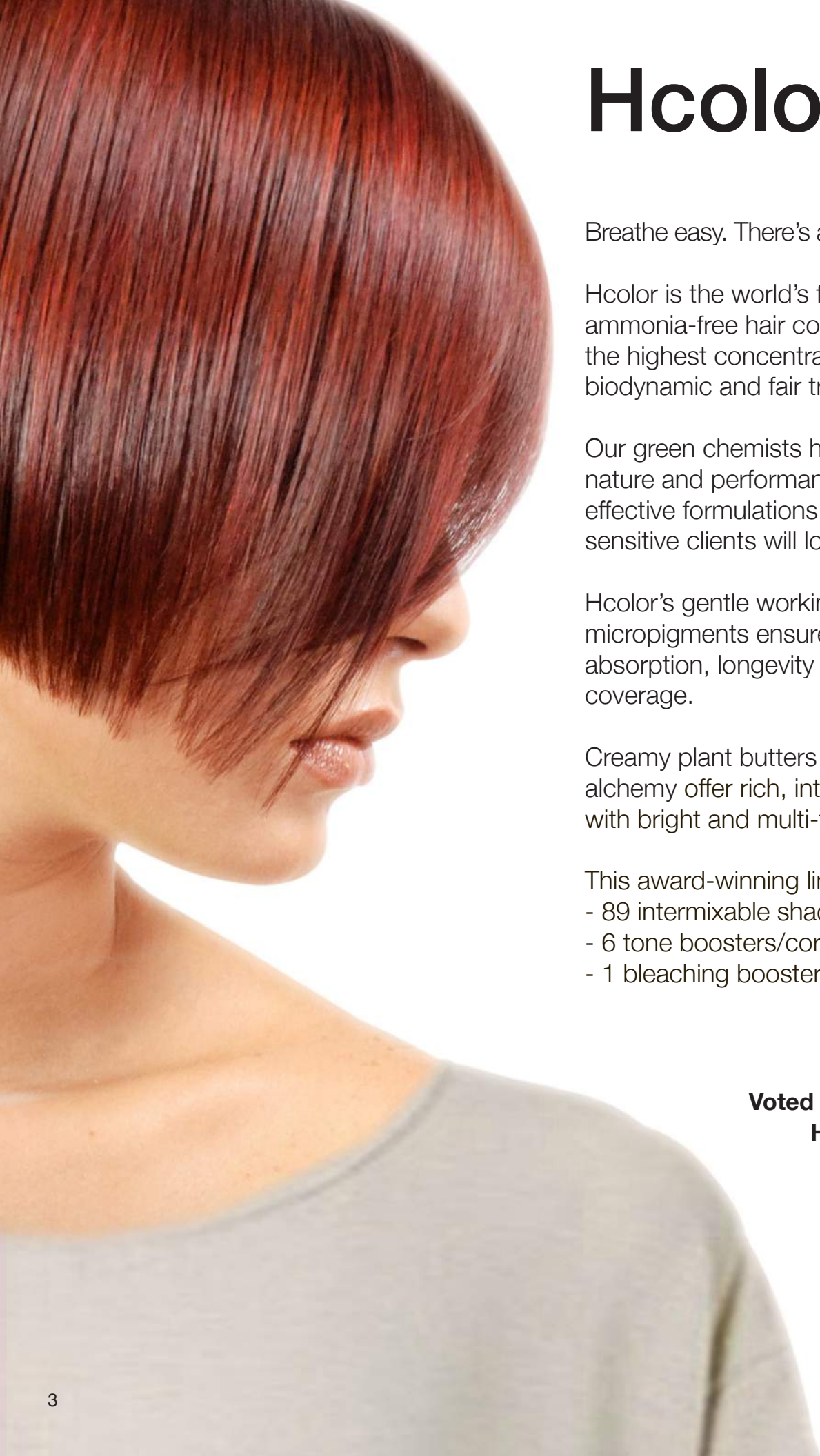
- ♻️ 100% infinitely recyclable glass and aluminum packaging.
- ♻️ Guaranteed pureness and protection of ingredients.
- ♻️ Eco-certified materials and minimal packaging.

GREEN CHEMISTRY

Oway provides consistent, predictable results without sacrificing your mind, body and 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.





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**



Hcolor Key Ingredients



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



Organic Perilla Oil protects from irritation or discomfort by soothing the skin and scalp with its calming, anti-inflammatory benefits. Performs an anti-aging action.



Organic Cotton Protein restores and strengthens the hair inside and out. Its softening and binding properties aid in color molecule absorption.



Fair Trade Date Oil is rich in nutrients and Vitamin B, adding hydration and elasticity to the hair. Rich in fatty acids that prevent moisture loss. Stimulates hair growth and prevents hair loss.

Hcolor 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.



With Oway Hcolor, your salon can offer a fume-free experience with exceptional professional color results that are safer and healthier for everyone!

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 while improving the hair's strength.



Hnectar Key Ingredients

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.

Organic Mallow Nectar - Soothing, refreshing and desensitizing. Excellent for sensitive skin types, as it reduces their proneness to irritation, while having an anti-inflammatory effect. Softens hair and enhances elasticity, giving hair a youthful appearance.

Papamiel Nectar - Nourishing and revitalizing with a regenerating action on the cells of the upper epidermis. Its high concentration of green sugars create 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.

Cotton Proteins - Have a substance giving action, conferring body and structure to the hair. Prevent drying out and perform restorative actions to the hair fiber.

Hnectar Benefits

- 100% Ammonia Free.
- 34 Permanent Shades.
- PPD & Resorcinol Free.
- No Alcohol, Mineral Oil, or Synthetic Fragrance.
- Perfect for Soft Grey Blending to Translucent Coverage.
- Improves Hair Health Over Time.



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.

Hcatalyst



Hcatalyst is 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.

Hsystem

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.

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.

Hbleach

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

Hcolor

Ammonia-free permanent coloring treatment based on biodynamic ingredients.

Hmilk no-stress

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

Hplus

Six ammonia-free tone boosters and correctors to be used with Hcolor.

Hypercolor

Color accelerator drops that add shine and reduce processing time by 70%.

Hcatalyst

Phytobutter-based conditioning activator for ammonia-free coloring and lightening applications.

Hnectar

Color infusion treatment with the ability to lift 1-3 levels, while improving hair softness and brightness. Both a hair color and a treatment that restructures and hydrates hair.

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.



Waveshaper Perm

Oway's Waveshaper is the first perm and texturizing system to use organic botanicals to create bouncy, true-to-rod curls without thioglycolates, ammonia or parabens.

Highly versatile and customizable.

Can be used as a relaxer, perm, or dreadlock system for any hair type or condition. Rich in antioxidants, amino acids and plant proteins, this organic-based texturizing system leaves the hair healthy, soft, and full of bounce.

Waveshaper Benefits

- Free from Ammonia, Parabens, and Thioglycolates.
- Infinitely Recyclable Eco-Packaging.
- High Antioxidant Concentration.
- Customizable strengths and amounts.



Fair Trade Acai Oil - From the forest of the Amazon to the tresses of your hair. This antioxidant-rich ingredient protects against free radicals, while supplying nutrition and anti-aging properties to the hair.



Organic Hops - Packed full of proteins and amino acids, they reinforce and protect the cuticle, while thickening and conditioning the hair.



Oat Peptides - Perform a substance giving acting, penetrating the cuticle and filling up the damaged parts of the hair.



Waveshaper 1A

Formula for coarse, thick, and resistant hair types.



Waveshaper 1B

Formula for colored highlighted, and fine, fragile hair types.



Pre-Treat Shampoo

Prepares the hair for the Waveshaper texture service.



Waveshaper 2

Neutralizer that delicately adds strength and shine to the hair.



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, ethical crabwood 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, disciplined 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 cupuacu butter, ethical teak and mahogany.



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) STEP ONE: 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 AND 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 MAINTENANCE AT HOME

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 method for skin and hair with excess sebum.



amazonian control clay

Rebalancing clay for oily scalp absorbs excess sebum and impurities. Eliminates toxins and unpleasant odors. Detoxing and slight exfoliating action.

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 sensitized, 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 method 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.

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 shining 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.

Infrared Iron



STYLING

All Oway styling products are made with 100% biodynamic essential oils and are free from common toxins and irritants.



Styling Product Benefits

- 100% Biodynamic Essential Oils.
- Contain no GMOs, EDTA, SLS, Parabens, Petrolatum, Phthalates, Mineral Oils 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

Hydrating cutting spray that detangles, seals cuticles and protects from external pollutants. Also a body, make up setting spray and room spray.



sea salt spray

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



sculpting mist

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



thermal stress protector

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



volumizing root spray

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



glamshine cloud

Lightweight finishing spray that tames flyaways and adds sheen and shine.

Potions, Puttys + Pomades

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



phytoprotein mist

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



color protection veil

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



no-rinse moist conditioner

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



flux potion

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



curly potion

Potion for shape, bounce, and extreme definition.



smoothing cream

No-rinse cream prepares hair for straight hairstyling.



boho pomade

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



shabby mud

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



precious wax

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



shaping putty

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



frozen glaze

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



quick glue

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

Serums

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



glossy nectar

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



nurturing drops

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



silk'n glow serum

Reparative serum that calms and nourishes coarse, frizzy hair, while adding luminous shine.



smoothing fluid

Straight fluid finisher that gives brightness and silkiness. Heat protectant.

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” of access 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” we can give.



2) WELCOME MESSAGE

Simple and effective gestures from head to shoulders to ease tension and prepare your guests for a unique and pleasant salon session.



3) 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.



4) 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.



5) CARE PRODUCTS AND TREATMENTS

Hair and scalp products made with the same ethical, biodynamic ingredients found in our Nota Essential Oil and Aroma Tea.



6) VIBE

Relax your clients with a pleasant and evocative sound to complete your own Oway HEAD.SPA ritual.

SKINCARE

Clean, non-toxic skin and body care made with at least 98.8% natural, organic and biodynamic botanicals.

Skin & Body Care Benefits

- 98.8 - 100% Organic Ingredients.
- No Parabens, Phthalates, Synthetic Fragrance, Artificial Color, PEGs, GMOs, or Silicones.
- Made with Super Active, Concentrated Biodynamic Botanicals.



perfect skin cleansing cream

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



de-stress tonic potion

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



radiance face balm

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



detox body bath

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



regenerating booster

Revitalizing face oil concentrate. Repairs collagen and provides soothing protection against external skin aggressors. Best when added to radiance face balm.



replumping booster

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.



velvet body fluid

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



remedy hand balm

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





fabulous body oil

Highly hydrating and absorbent body oil made with biodynamic blood orange and inca inchi oil which restructure and repair the skin. 100% natural.



ultra rich body oil

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



slim & shape booster

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

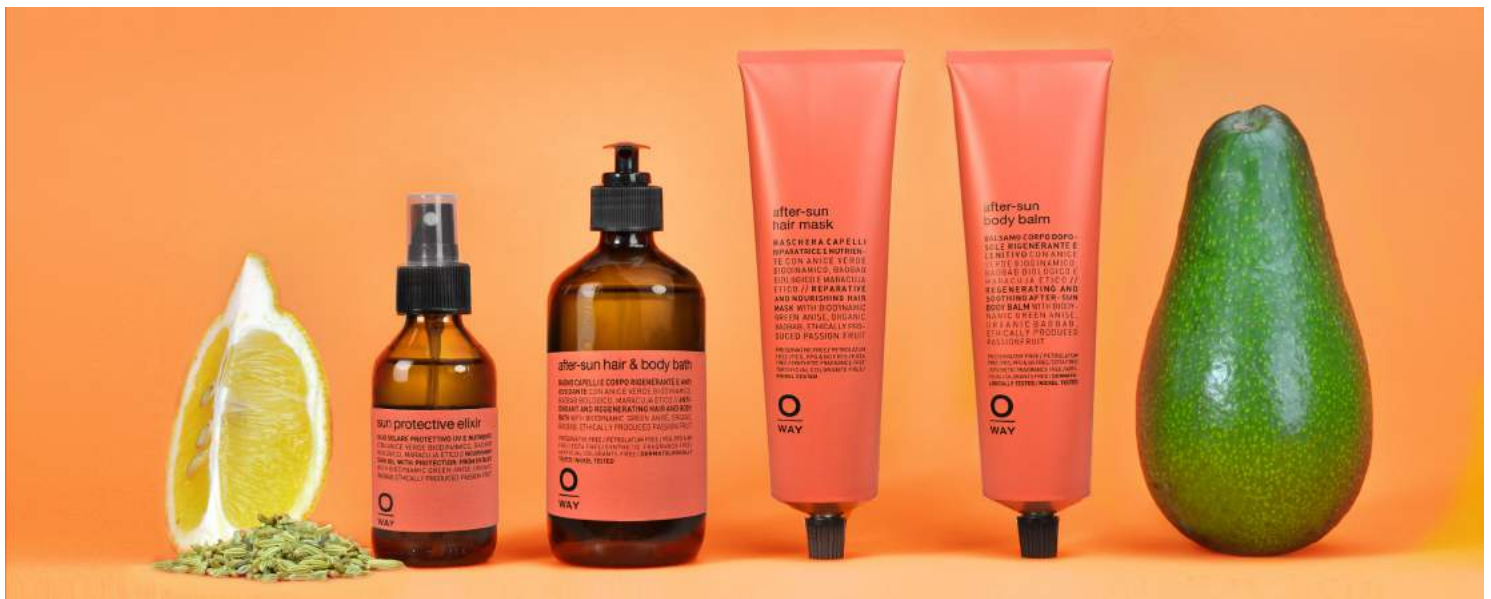


tone & lift booster

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.

Sunway

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



sun protective elixir - Protective shield that is water-resistant. Forms an invisible shield to protect hair against dryness caused by saltwater, chlorine and sand.

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

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

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

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. Get 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.** Don't forget to ask about setting up a professional account through our easy-to-use online store!



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 happiness 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 respectful body of certifications in the professional beauty industry.



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 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 both for 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 causes 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 do this through biodynamic farming, which creates the healthiest, strongest and most active plants.



Oway is exclusively
distributed by:



For technical questions, please contact us:

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

SimplyOrganicBeauty.com

