

Beauty with a conscience

PRODUCTS & PRICING GUIDE



VERSION 23



Dear chair-ished Beauty Professional,

Firstly, thank you for considering our Organic Way of Beauty, Business and Life behind the chair. We know product selection and support are some of the most important aspects of your craft and business, and we can't wait to help you change your salon and career for the better.

As the exclusive education and distribution team for Oway in the U.S. & Canada, we're here to assist you every step of the way.

Here's all the ways we hope to support you when you join our #HolisticHairTribe:

Simply Organic Rewards Program

Our generous rewards program allows us to support businesses and artists of all sizes and spend. Start earning points immediately to put towards free backbar, education & product.

Salon Product Buyback Program

We understand the nuances of investing in a new product line, and assist in the financing of your purchase with by offering product credit on your salon's discontinued products.

Holistic Hair Tribe Partner Program

We are dedicated to the salon professional, and that means helping evolve your business to meet the demands of the current digital consumer. Our Partner Program frees you from overstocking your retail, and allows you to start competing and beating online retail giants, like Amazon.

24/7 Online Ordering

Place orders anytime, anywhere with our easy-to-use online ordering tool. Don't worry, it's professional only and consumers can't see your discounted wholesale pricing!

Free Online Education Videos + Tutorials

We believe education should be affordable and accessible to all professionals. From our social media channels to our online education platform, getting trained on our products and the latest salon business coaching has never been easier or more effective.

Next-Level Technical + Business Support

From our free on-call to tech support line to our live, in-person education trainings and workshop, our team of holistic hair professionals are here to help you thrive, not just survive.

Dedicated Salon Business Partner

Once you become a Simply Organic Beauty family member, you're assigned a dedicated Account Manager — there to help evolve your craft and business every step of the way.

OUR VALUES



HOLISTIC
WELLNESS



SUSTAINABLE
LUXURY



ETHICAL
PRACTICES



GREEN
CHEMISTRY



ORGANIC WAY
OF LIFE



OWAY ORTOFFICINA
AND ZERO-MILE
BIODYNAMICS



RECYCLE,
REUSE,
RESTART



OWAY
AGRICOSMETICS
LABORATORIES



O
WAY

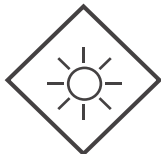
agricosmetics®



FAIR TRADE
INGREDIENTS
AND RESPECT
FOR ANIMALS



100% GLASS
AND ALUMINUM,
0% UNNECESSARY
PACKAGING



RENEWABLE-ENERGY
PRODUCTION FACILITIES
AND SUSTAINABLE,
CERTIFIED PROCESSES

AT THE COMPANY,
IN THE SALON AND
IN DAILY LIFE
WITH OWAY



Biodynamic Botanicals

From farm to chair, we handpick and harvest our botanical ingredients in accordance with Biodynamic farming methods. A step above organic, Biodynamics ensures plants are the most potent and pure with zero chemicals, synthetic fertilizers nor heavy polluting machinery.



Infinitely Recyclable

We choose natural, infinitely recyclable materials like amber glass and aluminum for our packaging. Plastic is harmful and polluting to both humans and wildlife, and we've vowed to remove 99.9% of plastic packaging from our product lines by 2022.



Ethical Practices

We rise when we lift up others. We choose to source ingredients from verified Fair Trade Networks that uplift less fortunate communities by paying fair wages in safe working conditions. We currently have 700+ verified ethical trade partners. We also never test on animals.



Green Chemistry

We choose advanced green chemistry principles to create high performing, plant-based formulas without compromising safety or efficacy. Our mission is to create products with the highest amount of natural ingredients and remove harsh chemicals whenever possible.



Hcolor

Made with lush Italian micropigments and an ultra-nourishing plant butter base, our award-winning Hcolor is a coloring treatment made for holistic hair professionals and their conscious clients.

- // 100% GREY COVERAGE
- // 95 AMMONIA FREE SHADES
- // CRUELTY FREE + VEGAN
- // COMFORTABLY LIFTS 1-4 LEVELS
- // BALANCED PH RESPECTS HAIR FIBER INTEGRITY
- // GENTLE FORMULA REDUCES RISKS OF ALLERGIES





Great things never
came from comfort zones.

-ANONYMOUS

30 DAY
MONEY BACK
GUARANTEE

TRY ME

Trust the magic of new beginnings.
Our **Hcolor Try Me Kit** includes an introductory set of products and tools to begin your holistic hair coloring journey.

// 10 Customizable Colors
// 1 Hcatalyst 20 vol [6%]
// 2 Oway Travel Sizes

SAVE 48%!

\$99.95

EXPLORER

Explore. Dream. Discover. Our **Hcolor Explorer Package** was crafted to give you the colors, lightener, technical and business tools to truly discover Hcolor.

COLOR + LIGHTENER

// 20 Customizable Colors
// 2 Hmelt Pure Pigments
// 1 Hbleach Plant Butter Lightener

HSYSTEM

// 4 Hcatalyst [9, 20, 30 + 40 vol]
// 1 Hbalance Post-Color Shampoo
// 1 Hbalance Post-Color Mask
// 1 Hscreen Skin Protecting Fluid
// 1 Hrestore Plant Porosity Spray

CARE + STYLING

// 2 Oway Care Travel Sizes 30ml
// 1 Glossy Nectar Serum 50ml

TOOLS

// 1 Hcolor Swatch Book
// 1 Oway Small Promo Pack
// 1 Colorist Tool Set

SAVE 44%!

\$399.95

PIONEER

Our **Hcolor Pioneer Package** gives you the color, lightener, technical and business tools to offer the Organic Way of color behind the chair.

COLOR + LIGHTENER

- // 50 Customizable Colors
- // 4 Hmelt Pure Pigments
- // 1 Hbleach Plant Butter Lightener

HSYSTEM

- // 2 Hcatalyst 20 vol [6%]
- // 3 Hcatalyst + Htone (9, 30, 40 vol]
- // 1 Hbalance Post-Color Shampoo
- // 1 Hbalance Post-Color Mask
- // 1 Hscreen Skin Protection Fluid
- // 1 Hrestore Plant Porosity Spray
- // 1 Hypercolor Accelerator Drops
- // 1 Hmilk No Stress Treatment
- // 1 Htech Clarifying Shampoo

CARE + STYLING

- // 2 Oway Care Travel Sizes 50ml
- // 1 Oway Curly Potion 30ml
- // 1 Glossy Nectar Serum 50ml

TOOLS

- // 1 Hcolor Swatch Book
- // 1 Colorist Tool Set
- // 1 Oway Medium Promo Pack

EDUCATION

- // 1 Hcolor Online Certification Class
- // 1 Oway Level 1 Color Class Ticket*

*Education class must be chosen from Simply Organic Beauty North American LIVE Education Tour

SAVE 54%!

\$899.95



Once you know better, do better.

- MAYA ANGELOU

activist, poet, writer

30 DAY
MONEY BACK
GUARANTEE

TRENDSETTER

Our **Hcolor Trendsetter Package** provides you our complete collection of color, lightener, technical and business tools to fully offer holistic hair color services.

COLOR + LIGHTENER

- // 95 Customizable Colors (full line)
- // 9 Hmelt Pure Pigments
- // 1 Hbleach Plant Butter Lightener

HSYSTEM

- // 8 Hcatalyst [2 each 9, 20, 30, 40 vol]
- // 1 Hbalance Post-Color Shampoo
- // 1 Hbalance Post-Color Mask
- // 1 Hscreen Skin Protection Fluid
- // 1 Hrestore Plant Porosity Spray
- // 1 Hypercolor Accelerator Drops
- // 1 Hmilk No Stress Treatment
- // 1 Htech Clarifying Shampoo
- // 1 Hbright Fluid Light Enhancer

CARE + STYLING

- // 2 Oway Care Travel Sizes 50ml
- // 1 Oway Curly Potion 30ml
- // 1 Glossy Nectar Serum 50ml

TOOLS

- // 1 Hcolor Swatch Book
- // 2 Colorist Tool Sets
- // 1 Color Measuring Scale
- // 1 Oway Large Promo Pack

EDUCATION

- // 1 Hcolor Online Certification Class
- // 2 Oway Level 1 Color Class Tickets*

*Education class must be chosen from Simply Organic Beauty North American LIVE Education Tour

SAVE 50%!

\$1,699.95



As Hair Stylists,
we're groundshakers & daymakers, setting
trends while fostering that special connection
between a person's inner and outer self.

-REBECCA GREGORY

simply organic beauty



Hnector

As the world's first color infusion treatment, our Hnector color range is made with an exclusive collection of Biodyanmic-Organic Nectars, Ethical Cotton Protein and Yerba Mate to replump, repair and regenerate the hair.

- // 41 AMMONIA FREE SHADES
- // CRUELTY FREE + VEGAN
- // ANTI-AGING COLOR TREATMENT
- // COMFORTABLY LIFTS 1-4 LEVELS
- // HAIR HEALTH IMPROVES WITH EACH USE
- // GENTLE FORMULA REDUCES RISKS OF ALLERGIES
- // FREE FROM: PPD, ALCOHOL, FRAGRANCE

**IDEAL FOR: EXTRA SENSITIVE CLIENTS, REPARATIVE
TONERS, REGENERATING DRY, DAMAGED HAIR TYPES**



Be gentle with yourself,
not everything in nature blooms
all year.

-ANONYMOUS

HNECTAR TRY ME

Our **Hnectar Try Me Kit** includes the tools and products needed to try the world's first color infusion treatment as a reparative toner or all over color.

HNECTAR COLOR

// 15 Customizable Colors

HSYSTEM

// 1 Hcatalyst 20 vol [6%]

// 1 Htone 9 vol [2.7%]

SAVE 25%!

\$199.95

BLONDE & TONE

Our **Hnectar Blonding & Toning Kit** contains our exclusive collection of reparative blonde toners and tools to refine and repair the hair.

HNECTAR COLOR (ONE EACH)

// 8.1 Nordic Lt Blonde

// 8.32 Caramel Lt Blonde

// 9.0 Natural Very Lt Blonde

// 9.1 Nordic Very Lt Blonde

// 9.31 Desert Sand Very Lt Blonde

// 10.1 Nordic Blonde Extra Lt

// 10.2 Wisteria Blonde Extra Lt

// 10.21 Lavender Extra Lt Blonde

// 10.31 Desert Sand Extra Lt Blonde

// 10.32 Caramel Extra Lt Blonde

HSYSTEM

// 1 Htone 9 vol [2.7%]

// 1 Hrestore Plant Protein Spray

SAVE 34%!

\$129.95

INNOVATOR

Our **Hnectar Innovator Package** gives you the products and tools necessary to offer our complete Hnectar color collection.

HNECTAR COLORS

// 41 Customizable Colors (full line)

HMELT PURE PIGMENTS

// 4 Hmelt Pure Pigments

HSYSTEM (one each)

// Htone 9 vol [2.7%]

// Hcatalyst 20 vol [6%]

// Hcatalyst 30 vol [9%]

// Hcatalyst 40 vol [12%]

// Hbalance Post-Color Shampoo

// Hbalance Post-Color Mask

// Hbright Light Enhancing Fluid

// Hrestore Plant Porosity Spray

// Hmilk No Stress Treatment

// Htech Clarifying Shampoo

TOOLS

// 1 Hnectar Swatch Book

// 1 Colorist Tool Set

// 1 Oway Large Promo Pack

30 DAY
MONEY BACK
GUARANTEE

SAVE 58%!

\$599.95



Be an innovator, not an imitator.

-AUDREY CARBALLO

entrepreneur



Hmelt

Made with nourishing Biodynamic-Organic Mullein and Ethically-Sourced phytopigments, Hmelt Pure Pigments are a collection of direct color concentrates for emboldening or correcting natural and fashion hair colors.

- // 9 COLOR CONCENTRATES
- // BUILT-IN UV PROTECTION
- // BOOSTS BRIGHTNESS + SHINE
- // CRUELTY FREE + VEGAN
- // FREE FROM: PPD, FRAGRANCE, PARABENS

COMPATIBLE WITH HCOLOR, HNECTAR, HMILK AND HBRIGHT

Be Bold.

HMELT UNICORN

From achieving rich, natural tones to vibrant fashion colors, our **Hmelt Unicorn Kit** will unleash your creativity behind the chair.

HMELT CONCENTRATES

- // 9 Hmelt Colors

HSYSTEM

- // 1 Htone 9 vol [2.7%]
- // 1 Hmilk No Stress Treatment
- // 1 Hbright Fluid Light Enhancer

TOOLS

- // Colorist Tool Kit
- // Hmelt Promo Pack
- // Hmelt Chromatic Color Chart

SAVE 48%!

\$159.95



Hsystem

Hsystem is our complete lineup of technical tools created for the holistic hair professional to prepare, protect and repair the hair and scalp before, during and after technical services.

HTECH CLARIFYING SHAMPOO*

preps hair fibers for technical services by removing buildup and impurities; enhances grey coverage pre-color service.

HSCREEN PROTECTION FLUID*

shields and protects skin/scalps from color staining and irritation; apply topically or directly or in product mixtures.

HYPERCOLOR ACCELERATOR DROPS

is a 99% natural oil that enhances grey coverage, and reduces Hcolor processing time in by 70%.

HBRIGHT FLUID LIGHT ENHANCER*

is a versatile tool for clear gloss treatments, color enhancing toners, long lasting fashion toners, gentle color cleanses and overall color brightening.

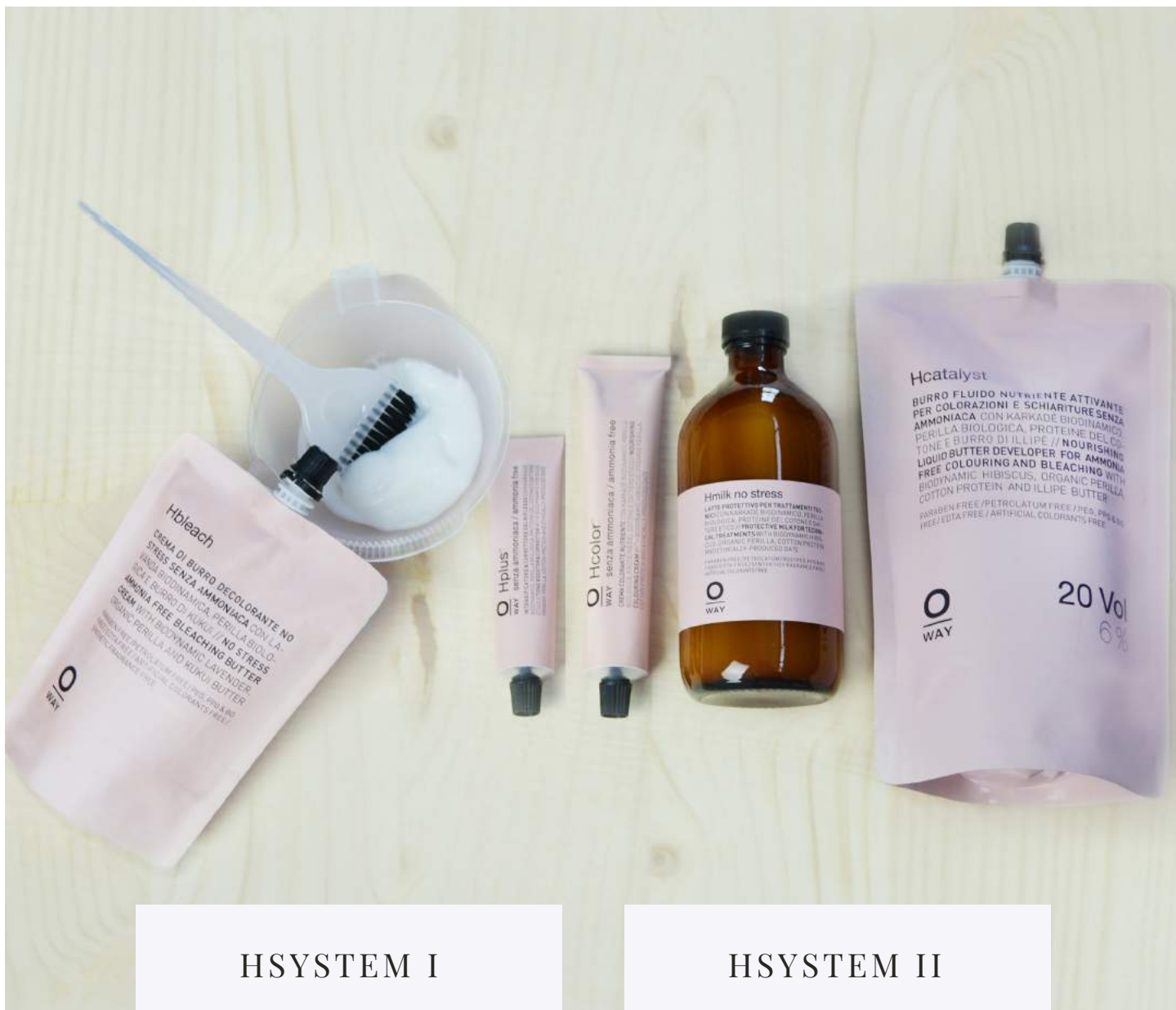
HRESTORE PLANT PROTEIN

SPRAY* adds strength, protection and balances hair porosity pre and post technical services.

HBALANCE SHAMPOO* is a post-color shampoo for gently removing product after a technical service.

HBALANCE MASK* is a post-technical service conditioning mask with a low ph to seal and polish the cuticle.

HMILK NO STRESS* is a versatile conditioning treatment for customizing developer strengths, treating hair inbetween technical services and deep conditioning treatments.



HSYSTEM I

Complete collection of technical tools and backbar products.

- // 1 Htech Clarifying Shampoo
- // 1 Hscreen Protection Fluid
- // 1 Hypercolor Accelerator Drops
- // 1 Hbright Fluid Light Enhancer
- // 1 Hmilk No Stress Treatment
- // 1 Hrestore Plant Protein Spray
- // 1 Hbalance Shampoo
- // 1 Hbalance Mask

SAVE 48%!

\$149.95

HSYSTEM II

Complete collection of technical tools and backbar products.

- // 2 Htech Clarifying Shampoo
- // 2 Hscreen Protection Fluid
- // 2 Hypercolor Accelerator Drops
- // 2 Hbright Fluid Light Enhancer
- // 2 Hmilk No Stress Treatment
- // 2 Hrestore Plant Protein Spray
- // 2 Hbalance Shampoo
- // 2 Hbalance Mask

SAVE 48%!

\$249.95



A NEW WAVE OF NON-TOXIC TEXTURE SERVICES ARE HERE

Owave

Owave is a permanent hair waving system made with Biodynamic-Organic Helichrysum Hydrolate, Blackthorn and Ethically-sourced Flax and Chia Seeds.

- // AMMONIA-FREE
- // THIOLYGLYCOLATE-FREE
- // CRUELTY-FREE + VEGAN
- // VERSATILE PERM OR RELAXER
- // CUSTOMIZABLE STRENGTHS FOR ALL HAIR TYPES
- // GENTLE FORMULA RESPECTS HAIR FIBER HEALTH



Let's go, curls.

OWAVE TRY ME

Our **Owave Texture Try Me Kit** includes the products and tools needed to successfully offer holistic texture services.

OWAVE

// 1 OWAVE 1A solution
// 1 OWAVE 1B solution
// 1 OWAVE 2 neutralizer

HSYSTEM

// 1 Htech Clarifying Shampoo
// 1 Hmilk No Stress Treatment
// 1 Hrestore Plant Porosity Spray

TOOLS

// 2 Reusable Perm Applicator Bottles

SAVE 44%!

\$129.95



CURL + CARE KIT

Condition and care for your fresh, new OWAVE curls with our **Curl + Care Kit** collection of nourishing hair care and styling remedies. Biodynamic-Organic Licorice, Hypericum Flower and Ethically-sourced Andiroba work in harmony to create soft, frizz-free curls full of health, bounce and shape.

OWAVE

// 1 OWAVE 1a solution
// 1 OWAVE 1b solution
// 1 OWAVE 2 neutralizer

CARE + STYLING

// 3 Curly Hair Bath 240ml
// 3 Curly Hair Mask 150ml
// 3 Curly Potion 240ml
// 3 Curly Potion 30ml

SAVE 48%!

\$199.95

RELAX + RENEW KIT

Protect and polish your new, OWAVE relaxed look with our **Relax + Renew Kit** collection of sleek hair care and styling remedies. Biodynamic-Organic Rose, Carraway Seed and Ethically-sourced Buriti Oil detangle and tame tresses, while guarding against thermal, mechanical and environmental stressors.

OWAVE

// 1 OWAVE 1a solution
// 1 OWAVE 1b solution
// 1 OWAVE 2 neutralizer

CARE + STYLING

// 3 Smoothing Hair Bath 240ml
// 3 Smoothing Conditioner 240ml
// 3 Smoothing Cream 150ml
// 3 Smoothing Fluid 100ml

SAVE 48%!

\$199.95





Hair Care + Styling

Crafted with farm grown Biodynamic-Organic medicinal herbs, pure steam distilled essential oils and advanced Green Chemistry, our high performance care and styling lines complete the professional holistic hair concept with products that prep, style and treat the hair and scalp without the chemical overload.

```
// GMO-FREE
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// CRUELTY FREE + VEGAN

// SUSTAINABLY AND ETHICALLY MADE

// MADE WITH INFINITELY RECYCLABLE, NON-TOXIC PACKAGING

// HIGHLY CONCENTRATED PHYTOACTIVES REPAIR THE HAIR + SCALP

// HYDRO-REGULATING FORMULAS DO NOT BUILD UP ON HAIR OR PLANET

OUR CARE + STYLING LINES ARE FREE FROM: PARABENS, PHTHALATES, PEGs/PG/PPG, GMOs, SLS/SLES, ARTIFICIAL COLORANTS AND SYNTHETIC FRAGRANCES.



BEST SELLERS

The **Best Sellers Styling Kit** gives you an exclusive sampling of our top retailing styling products.

STYLING (one each)

- // Sculpting Mist 240ml
- // Sea Salt Spray 240ml
- // Glossy Nectar 160ml
- // Boho Pomade 100ml
- // Flux Potion 240ml
- // Smoothing Cream 150ml
- // Volumizing Root Spray 160ml

TOOLS

- // 1 Oway Styling Consumer Brochure

SAVE 33%!

\$99.95

STYLING TRY ME

The **Styling Try Me Kit** includes a selection of our transformative, retail-sized holistic hair styling aids.

STYLING (one each)

- // Bio-rich Water
- // Nurturing Drops
- // Frozen Glaze
- // Quick Glue
- // Glossy Nectar
- // Refresh Dry Shampoo
- // Precious Wax
- // Boho Pomade
- // Shaping Putty
- // Shabby Mud
- // Raw Mud
- // Bungee Fiber
- // Water Resin
- // Glamshine Cloud
- // Sea Salt Spray
- // Thermal Stress Protector
- // Sculpting Mist
- // Volumizing Root Spray
- // No-rinse Moist Conditioner
- // Flux Potion
- // Curly Potion
- // Smoothing Fluid
- // Smoothing Cream
- // Phyto-protein Mist

TOOLS

- // 1 Oway Styling Promo Pack

SAVE 33%!

\$299.95



Self care is everything. You must
nourish to flourish.

-ANONYMOUS

CARE TRY ME

The **Best Sellers Styling Kit** gives you an exclusive sampling of our top retailing styling products.

CARE (one each)

- // 1 Frequent Use Hair & Scalp Bath
- // 1 Frequent Use Conditioner
- // 1 Moisturizing Hair Bath
- // 1 Moisturizing Hair Mask
- // 1 Color Protection Hair Bath
- // 1 Color Protection Hair Mask
- // 1 Color Protection Veil
- // 1 Volumizing Hair Bath
- // 1 Curly Hair Bath
- // 1 Curly Hair Mask
- // 1 Smoothing Hair Bath
- // 1 Smoothing Conditioner
- // 1 Silk'n Glow Hair Bath
- // 1 Silk'n Glow Hair Mask
- // 1 Rebuilding Hair Bath
- // 1 Rebuilding Hair Mask
- // 1 Silver Steel Hair Bath
- // 1 Hmelt Mask (6 available)

TOOLS

- // 1 Oway Care Consumer Brochure

SAVE 33%!

\$199.95

CARE + STYLING I

CARE (one each)

// 1 Frequent Use Hair & Scalp Bath
// 1 Frequent Use Conditioner
// 1 Moisturizing Hair Bath
// 1 Moisturizing Hair Mask
// 1 Color Protection Hair Bath
// 1 Color Protection Hair Mask
// 1 Color Protection Veil
// 1 Volumizing Hair Bath
// 1 Curly Hair Bath
// 1 Curly Hair Mask
// 1 Smoothing Hair Bath
// 1 Smoothing Conditioner
// 1 Silk'n Glow Hair Bath
// 1 Silk'n Glow Hair Mask
// 1 Rebuilding Hair Bath
// 1 Rebuilding Hair Mask
// 1 Silver Steel Hair Bath
// 1 Hmelt Mask Red Energy
// 1 Hmelt Mask Divine Gold
// 1 Hmelt Mask Mysterious Purple
// 1 Hmelt Mask Sunny Orange
// 1 Hmelt Mask Glamour Copper Gold
// 1 Hmelt Mask Authentic Chestnut
// 1 After-sun Hair & Scalp Bath
// 1 After-sun Hair Mask
// 1 Sun Protective Elixir

STYLING (one each)

// 1 Bio-rich Water
// 1 Nurturing Drops
// 1 Frozen Glaze
// 1 Quick Glue
// 1 Glossy Nectar
// 1 Refresh Dry Shampoo
// 1 Precious Wax
// 1 Boho Pomade
// 1 Shaping Putty
// 1 Shabby Mud
// 1 Raw Mud
// 1 Bungee Fiber
// 1 Water Resin
// 1 Glamshine Cloud
// 1 Sea Salt Spray
// 1 Thermal Stress Protector
// 1 Sculpting Mist
// 1 Volumizing Root Spray
// 1 No-rinse Moist Conditioner
// 1 Flux Potion
// 1 Curly Potion
// 1 Smoothing Fluid
// 1 Smoothing Cream
// 1 Phyto-protein Mist
// 1 Silk'n Glow Serum

BUSINESS TOOLS + ACCESSORIES

// 1 Oway Styling Promo Pack
// 1 Oway Care Promo Pack
// 1 Oway Large Promo Pack
// 4 Single Tube Wood Display Block
// 20 Simply Organic Retail Bags
// 10 Oway Retail Bags
// 1 Simply Organic Stylist Pack

SAVE 35%!

\$749.95

CARE + STYLING II

CARE (three each)

- // 3 Frequent Use Hair & Scalp Bath
- // 3 Frequent Use Conditioner
- // 3 Moisturizing Hair Bath
- // 3 Moisturizing Hair Mask
- // 3 Color Protection Hair Bath
- // 3 Color Protection Hair Mask
- // 3 Color Protection Veil
- // 3 Volumizing Hair Bath
- // 3 Curly Hair Bath
- // 3 Curly Hair Mask
- // 3 Smoothing Hair Bath
- // 3 Smoothing Conditioner
- // 3 Silk'n Glow Hair Bath
- // 3 Silk'n Glow Hair Mask
- // 3 Rebuilding Hair Bath
- // 3 Rebuilding Hair Mask
- // 3 Silver Steel Hair Bath
- // 3 Hmelt Mask Red Energy
- // 3 Hmelt Mask Divine Gold
- // 3 Hmelt Mask Mysterious Purple
- // 3 Hmelt Mask Sunny Orange
- // 3 Hmelt Mask Glamour Copper Gold
- // 3 Hmelt Mask Authentic Chestnut
- // 3 After-sun Hair & Scalp Bath
- // 3 After-sun Hair Mask
- // 3 Sun Protective Elixir

STYLING (one each)

- // 1 Glossy Nectar 160ml
- // 1 Silk'n Glow Serum 100ml
- // 1 Precious Wax 100ml
- // 1 Boho Pomade 100ml
- // 1 Shaping Putty 100ml
- // 1 Shabby Mud 100ml

STYLING (three each)

- // 3 Bio-rich Water 240ml
- // 3 Nurturing Drops 50ml
- // 3 Frozen Glaze 150ml
- // 3 Quick Glue 100ml
- // 3 Glossy Nectar 50ml
- // 3 Refresh Dry Shampoo 36g
- // 3 Precious Wax 50ml
- // 3 Boho Pomade 50ml
- // 3 Shaping Putty 50ml
- // 3 Shabby Mud 50ml
- // 3 Raw Mud 50ml
- // 3 Bungee Fiber 50ml
- // 3 Water Resin 50ml
- // 3 Glamshine Cloud 160ml
- // 3 Sea Salt Spray 240ml
- // 3 Thermal Stress Protector 240ml
- // 3 Sculpting Mist 240ml
- // 3 Volumizing Root Spray 160ml
- // 3 No-rinse Moist Conditioner 160ml
- // 3 Flux Potion 240ml
- // 3 Curly Potion 240ml
- // 3 Smoothing Fluid 100ml
- // 3 Smoothing Cream 150ml
- // 3 Phytoprotein Mist 160ml
- // 3 Silk'n Glow Serum 50ml

BUSINESS TOOLS + ACCESSORIES

- // 2 Oway Styling Promo Pack
- // 2 Oway Care Promo Pack
- // 2 Oway Large Promo Pack
- // 6 3-Tube Wood Display Block
- // 1 Hmelt Mask Wood Retail Display
- // 1 Hmelt Mask Consumer Leaflet Pack
- // 50 Simply Organic Retail Bag
- // 50 Oway Retail Bags
- // 3 Simply Organic Stylist Pack

SAVE 37%

\$2199.95



SCALP TREATMENTS

Identify, diagnose and treat common scalp concerns like hair loss, dandruff, excess sebum and eczema/psoriasis with our collection of holistic scalp therapies:

- // CRUELTY FREE + VEGAN
- // PURIFIES + HEALS THE SCALP
- // STIMULATES NEW HAIR GROWTH
- // SUSTAINABLY AND ETHICALLY MADE
- // PROMOTES A HEALTHY SCALP ENVIRONMENT
- // 100% MICRONIZED BIODYNAMIC BOTANICALS



hair-loss



soothing



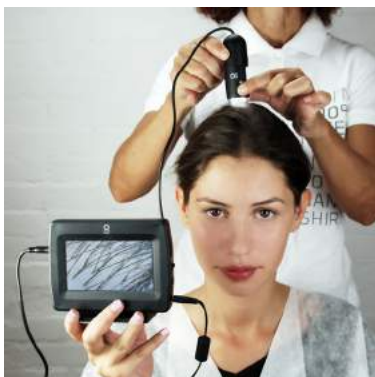
purifying



rebalancing



herbs + clay





A COMPLETE HOLISTIC HAIR GROWTH SYSTEM FOR AT THE SALON AND AT-HOME

IN-SALON TREATMENTS (one each)

- // 1 Herbs & Clay Peeling Cleanser [160g]
- // 1 Strengthening Essential Oil [7ml]
- // 1 100% Micronized Biodynamic Helichrysum [50g]
- // 1 Zanthoxylum Soothing Gel [150ml]
- // 1 Microstimulating Hair Bath [950ml]
- // 1 Densifying Remedy Vials [10 x 5ml]
- // 1 Vivifying Remedy Vials [10 x 5ml]

AT-HOME CARE + TREATMENTS

- // 4 Microstimulating Hair Bath [240ml]
- // 2 Densifying Remedy Spray [100ml]
- // 1 Vivifying Remedy Spray [100ml]
- // 1 Nocturnal Remedy Spray [100ml]

BUSINESS + TECHNICAL TOOLS

- // 1 Wooden Application Kit
- // 1 Scalp Treatment Diagnosis Sheet
- // 1 Oway Treatments Promo Pack

SAVE 21%!

\$399.95



A COMPLETE HOLISTIC SCALP HEALING SYSTEM FOR SCALPS WITH PSORIASIS, ECZEMA AND IRRITATION

IN-SALON TREATMENTS

- // 1 100% Micronized Biodynamic Helichrysum [50g]
- // 2 Zanthoxylum Soothing Gel [150ml]
- // 1 Soothing Hair Bath [950ml]
- // 2 Soothing Remedy [50ml]

AT-HOME CARE + TREATMENTS

- // 4 Soothing Hair Bath [240ml]
- // 4 Soothing Hair Bath [50ml]

BUSINESS + TECHNICAL TOOLS

- // 1 Wooden Application Kit
- // 1 Scalp Treatment Diagnosis Sheet
- // 1 Oway Treatments Promo Pack

SAVE 34%!*

\$199.95



A COMPLETE HOLISTIC SCALP REMEDY SYSTEM FOR TREATING SCALPS WITH DRY AND/OR OILY DANDRUFF

IN-SALON TREATMENTS

- // 1 Herbs & Clay Peeling Cleanser [160g]
- // 1 Relaxing Essential Oil [7ml]
- // 1 100% Micronized Biodynamic Thyme [80g]
- // 2 Purifying Rice Wax [150ml]
- // 1 Purifying Hair Bath - Dry [950ml]
- // 1 Purifying Hair Bath - Oily [950ml]

AT-HOME CARE

- // 2 Purifying Hair Bath - Dry [240ml]
- // 2 Purifying Hair Bath - Oily [240ml]

BUSINESS + TECHNICAL TOOLS

- // 1 Wooden Application Kit
- // Scalp Treatment Diagnosis Sheet
- // Oway Treatments Promo Pack

SAVE 34%!

\$209.95



rebalancing

A COMPLETE HOLISTIC SCALP TREATMENT SYSTEM FOR ALLEVIATING
SCALPS WITH EXCESS OIL AND SEBUM PRODUCTION

IN-SALON TREATMENTS

- // 1 Herbs & Clay Peeling Cleanser [160g]
- // 1 Antioxidant Essential Oil [7ml]
- // 1 100% Micronized Biodynamic Sage [50g]
- // 2 Amazonian Control Clay[150ml]
- // 1 Sebum Balance Hair Bath [950ml]

AT-HOME CARE

- // 4 Sebum Balance Hair Bath [240ml]

BUSINESS + TECHNICAL TOOLS

- // 1 Wooden Application Kit
- // Scalp Treatment Diagnosis Sheet
- // Oway Treatments Promo Pack

SAVE 34%!

\$199.95



herbs + clay scalp detox

DETOX AND REVIVE THE SCALP FROM BUILDUP + STRESS
GUIDED BY THE POWERFUL PHASES OF THE MOON

IN-SALON TREATMENT (one each)

- // 1 Herbs & Clay Peeling Cleanser [160g]
- // 1 Strengthening Essential Oil [7ml]
- // 1 Relaxing Essential Oil [7ml]
- // 1 Antioxidant Essential Oil [7ml]

TREATMENT TOOLS

- // 1 Wooden Spoon
- // 1 Wooden Mixing Bowl
- // 1 Bamboo Blending Whisk
- // 1 Annual Lunar Calendar
- // 1 Scalp Treatment Diagnosis Sheet

BUSINESS TOOLS

- // 1 Wooden Treatment Display Board
- // 2 Scalp Detox Table Tents

SAVE 40%!

\$129.95



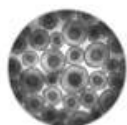
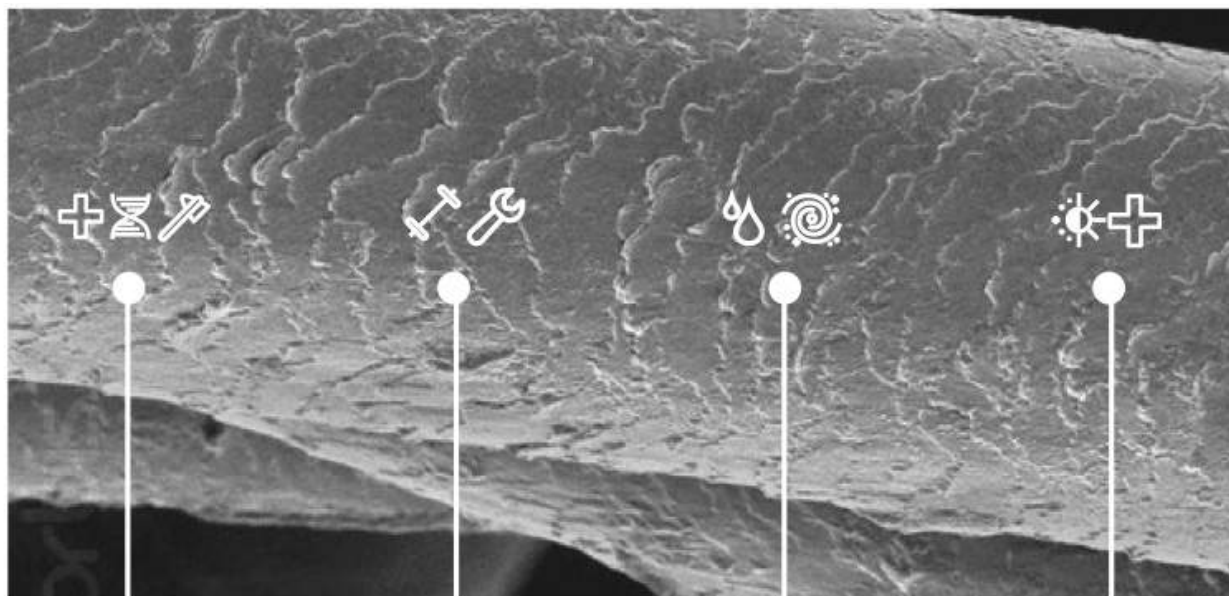
REBUILDING TREATMENT

Repair and strengthen weak, damaged hair fibers by restoring the all essential components of healthy hair in one treatment - keratin, minerals, water and lipid reserves.

Our Rebuilding Treatment harnesses the restorative powers of Ultrasonic Infrared Technology combined with biomimetic Phytokeratin, hydrating Hyalominerals and Ceramides F to completely rehabilitate the hairs' health and structure.

- // REPAIRS HAIR FIBER FROM THE INSIDE OUT
- // PREVENTS BREAKAGE + SPLIT END FORMATION
- // INFUSES HAIR WITH BODY, VOLUME + STRENGTH
- // RESTORES THE HEALTH + BOUNCE OF CURLS
- // PROLONGS + PRESERVES HAIR COLOR LONGEVITY
- // SEALS SPLIT ENDS + DELIVERS INTENSE SHINE
- // CRUELTY FREE + VEGAN





PROTEINS



TRACE ELEMENTS



WATER



LIPID RESERVES

REBUILDING KIT

The **Rebuilding Treatment Kit** includes the in-salon treatment products, tools and retail to successfully offer intensive hair repair therapies.

IN-SALON TREATMENT

- // 1 Rebuilding Serum 500ml
- // 1 Hyalominerals 30ml
- // 1 Ceramides F 30ml
- // 1 Rebuilding Hair Bath 950ml
- // 1 Rebuilding Hair Mask 500ml

AT-HOME CARE

- // 2 Rebuilding Hair Bath 240ml
- // 2 Rebuilding Hair Bath 150ml

TOOLS

- // 1 Infrared Remedy Treatment Iron
- // 1 Wooden Application Kit

SAVE 33%!

\$299.95

MEN'S COLLECTION

An exclusive collection of hair care, styling and grooming products crafted with Primordial Herbs, Biodynamic-Organic Botanicals and Ethically-sourced ingredients.

- // CRUELTY FREE + VEGAN
- // PROMOTES HEALTHY HAIR GROWTH
- // REGENERATES AND RESTORES SKIN + HAIR
- // GUARDS AGAINST PREMATURE AGING + STRESS
- // REPAIRS SKIN PRE AND POST SHAVING ACTION
- // ETHICALLY + SUSTAINABLY CRAFTED





MEN'S TRY ME

CARE + STYLING (one each)

- // 1 Raw Mud 50ml
- // 1 Bungee Fiber 50ml
- // 1 Water Resin 50ml
- // 1 Nocturnal Remedy 500ml
- // 1 Silver Steel Hair Bath 240ml
- // 1 Hair & Body Invigorating Wash 240ml

SHAVE + GROOM

- // 1 Face & Beard Hydrating Cleanser 150ml
- // 1 Softening Shave Cream 100ml
- // 1 Repairing Aftershave Balm 50ml
- // 1 Face & Eye Energizing Texture 50ml
- // 1 Lip & Beard Salve 30ml

TOOLS & ACCESSORIES

- // 1 VERSO stainless steel comb
- // 1 LINEA stainless steel razor
- // 1 Men's Consumer Brochure

SAVE 38%!

\$199.95





MEN'S LAUNCH KIT

CARE + STYLING

- // 3 Raw Mud 50ml
- // 3 Bungee Fiber 50ml
- // 3 Water Resin 50ml
- // 2 Nocturnal Remedy 500ml
- // 3 Silver Steel Hair Bath 240ml
- // 3 Hair & Body Invigorating Wash 240ml

SHAVE + GROOM

- // 2 Face & Beard Hydrating Cleanser 150ml
- // 2 Softening Shave Cream 100ml
- // 2 Repairing Aftershave Balm 50ml
- // 2 Face & Eye Energizing Texture 50ml
- // 2 Lip & Beard Salve 30ml

RETAIL LAUNCH PACK

- // 1 OW Men's Wood Retail Display
- // 20 Oway Black Eco Bowler Bag
- // 20 Oway Gifting Tissue Paper
- // 1 OW Men's In-Salon Visual

TOOLS & ACCESSORIES

- // 10 VERSO stainless steel comb
- // 10 LINEA stainless steel razor
- // 20 Men's Consumer Brochure

SAVE 69%!

\$499.95



MEN'S DELUXE KIT

CARE + STYLING

- // 4 Raw Mud 50ml
- // 4 Bungee Fiber 50ml
- // 4 Water Resin 50ml
- // 3 Nocturnal Remedy 500ml
- // 4 Silver Steel Hair Bath 240ml
- // 4 Hair & Body Invigorating Wash 240ml

SHAVE + GROOM

- // 3 Face & Beard Hydrating Cleanser 150ml
- // 3 Softening Shave Cream 100ml
- // 3 Repairing Aftershave Balm 50ml
- // 3 Face & Eye Energizing Texture 50ml
- // 3 Lip & Beard Salve 30ml

RETAIL LAUNCH PACK

- // 1 OW Men's Wood Retail Display
- // 40 Oway Black Eco Bowler Bag
- // 40 Oway Gifting Tissue Paper
- // 1 OW Men's In-Salon Visual

TOOLS & ACCESSORIES

- // 20 VERSO stainless steel comb
- // 20 LINEA stainless steel razor
- // 40 Men's Consumer Brochure

SAVE 72%!

\$799.95

BEAUTY

Oway Beauty is our exclusive line of skin and body care products certified as 98.8-100% natural by the prestigious Natrue.org.

- // CRUELTY FREE + VEGAN
- // CERTIFIED NATURAL BY NATRUE.ORG
- // SAFE & EFFECTIVE FORMULATIONS
- // DERMATOLOGICALLY TESTED AND PROVEN
- // RICH IN SUPER ACTIVES TO REGENERATE SKIN
- // ETHICALLY + SUSTAINABLY CRAFTED



THE FORMULATION



The prestigious Natrue.org

certifies our organic skincare collection as 98.6% - 100% biodynamic, organic, natural or naturally-derived. It also ensures our products are ethically and sustainably produced.



Very high percentages of natural and naturally derived raw materials



Only ingredients obtained using **natural processes** that do not impact negatively on the environment



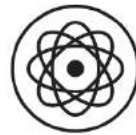
Minimum percentage of synthetic ingredients in each formula



Only **recyclable packaging** and no use of halogenated plastics



No trace of genetically modified ingredients



No exposure to ionising radiation of the raw materials and during the production process

THE FACTS

In 2008, the Organic Consumer Association conducted a study on personal care products labeled as “natural” or “organic.” They found 1,4 dioxane - a toxic chemical - in 46% of products analyzed.

We don't just include organic ingredients in our products, we choose to elevate our standards for ingredients and manufacturing through conscious formulations and certifications. Together, we've replaced uncertainty with radical purity and transparency.

OUR FORMULAS ARE FREE FROM // PEGS // GLUTEN // ANIMAL TESTING // PARABENS // GMOS // SYNTHETIC FRAGRANCE // SILICONES // PHTHALATES // SLS/SLES // ARTIFICIAL COLORANTS



FACE TRY ME

CARE + STYLING (one each)

- // 1 Perfect Skin Cleansing Cream
- // 1 De-stress Tonic Potion
- // 1 Radiance Face Balm Kit
- // 1 Glowing Face Gommage
- // 1 Awakening Moisturizer
- // 1 Age Defying Face Mask
- // 1 Calming Face Mask

TOOLS & ACCESSORIES

- // 1 Beauty Treatment Brush
- // 1 Beauty Consumer Brochure
- // 1 Beauty Treatment Manual

SAVE 32%!

\$199.95

BODY TRY ME

CARE + STYLING

- // 1 Fabulous Body Oil
- // 1 Slim & Shape Booster
- // 1 Tone & Lift Booster
- // 1 Velvet Body Fluid
- // 1 Detox Body Bath
- // 1 Remedy Hand Balm
- // 2 Materia Soap

TOOLS & ACCESSORIES

- // 1 Beauty Consumer Brochure
- // 1 Beauty Treatments Manual

SAVE 24%!

\$159.95





FULL RETAIL SKINCARE LAUNCH PACKAGE

FACE CARE

- // 1 Perfect Skin Cleansing Cream 75ml
- // 1 Face & Beard Hydrating Cleanser 150ml
- // 1 De-Stress Tonic Potion 140ml
- // 1 Miracle Eye Complex 20ml
- // 1 Radiance Face Balm 50ml
- // 1 Regenerating Booster 25ml
- // 1 Replumping Booster 25ml
- // 1 Glowing Face Gommage 75ml
- // 1 Awakening Face Moisturizer 50ml
- // 1 Face & Eye Energizing Texture 50ml
- // 1 Calming Face Mask 75ml
- // 1 Age Defying Face Mask 75ml

BODY CARE

- // 1 Velvet Body Fluid 150ml
- // 1 Fabulous Body Oil 160ml
- // 1 Detox Body Bath 270ml
- // 3 Remedy Hand Balm 75ml
- // 3 Materia Soap

RETAIL LAUNCH PACK

- // 1 3 -Tube Wood Retail Display
- // 5 Oway Eco Bowler Bags
- // 5 Oway Gifting Tissue Paper
- // 5 Oway Beauty Consumer Brochure

TOOLS & ACCESSORIES

- // 5 Beauty Treatment Brush
- // 1 Oway Beauty Treatments Manual

SAVE 42%!

\$399.95



SKINCARE SERVICE LAUNCH PACKAGE

PRO SKINCARE

- // 1 Perfect Skin Cleansing Cream 270ml
- // 1 Face & Beard Hydrating Cleanser 150ml
- // 1 De-Stress Tonic Potion 290ml
- // 1 Miracle Eye Complex 20ml
- // 1 Radiance Face Balm 125ml
- // 1 Regenerating Booster 25ml
- // 1 Replumping Booster 25ml
- // 1 Glowing Face Gommage 230ml
- // 1 Awakening Face Moisturizer 125ml
- // 1 Face & Eye Energizing Texture 50ml
- // 1 Calming Face Mask 230ml
- // 1 Age Defying Face Mask 230ml
- // 1 Winter Solstice Blend 30g
- // 1 Summer Solstice Blend 45g
- // 1 Slim & Shape Booster 25g
- // 1 Tone & Life Booster 42g
- // 1 Velvet Body Fluid 500ml
- // 1 Ultra-Rich Body Oil 290ml
- // 1 Beautifying Body Peeling 400g
- // 1 Detox Body Bath 270ml
- // 1 Remedy Hand Balm 75ml
- // 3 Materia Soap

BUSINESS TOOLS

- // 10 Oway Beauty Consumer Brochure

TOOLS & ACCESSORIES

- // 4 Beauty Treatment Brush
- // 2 Beauty Treatment Bowl
- // 2 Beauty Treatment Tea Bags (120 pk)
- // 2 Beauty Treatment Manual

SAVE 38%!

\$699.95

ULTIMATE SKINCARE SERVICE & RETAIL LAUNCH PACKAGE

PRO SKINCARE

- // 1 Perfect Skin Cleansing Cream 270ml
- // 1 Face & Beard Hydrating Cleanser 150ml
- // 1 De-Stress Tonic Potion 290ml
- // 1 Miracle Eye Complex 20ml
- // 1 Radiance Face Balm 125ml
- // 1 Glowing Face Gommage 230ml
- // 1 Awakening Face Moisturizer 125ml
- // 1 Face & Eye Energizing Texture 50ml
- // 1 Calming Face Mask 230ml
- // 1 Age Defying Face Mask 230ml
- // 1 Winter Solstice Blend 30g
- // 1 Summer Solstice Blend 45g
- // 1 Velvet Body Fluid 500ml
- // 1 Ultra-Rich Body Oil 290ml
- // 1 Beautifying Body Peeling 400g

PRO TOOLS & ACCESSORIES

- // 4 Beauty Treatment Brush
- // 2 Beauty Treatment Bowl
- // 2 Beauty Treatment Tea Bags (120 pk)
- // 2 Beauty Treatment Manual

RETAIL FACE CARE

- // 3 Perfect Skin Cleansing Cream 75ml
- // 3 Face & Beard Hydrating Cleanser 150ml
- // 3 De-Stress Tonic Potion 140ml
- // 3 Miracle Eye Complex 20ml
- // 3 Radiance Face Balm 50ml
- // 3 Regenerating Booster 25ml
- // 3 Replumping Booster 25ml
- // 3 Glowing Face Gommage 75ml
- // 3 Awakening Face Moisturizer 50ml
- // 3 Face & Eye Energizing Texture 50ml
- // 3 Calming Face Mask 75ml
- // 3 Age Defying Face Mask 75ml

RETAIL BODY CARE

- // 3 Velvet Body Fluid 150ml
- // 3 Fabulous Body Oil 160ml
- // 3 Detox Body Bath 270ml
- // 3 Slim & Shape Booster 25ml
- // 3 Tone & Life Booster 25ml
- // 3 Remedy Hand Balm 75ml
- // 20 Materia Soap

RETAIL LAUNCH PACK

- // 4 3 -Tube Wood Retail Display
- // 20 Oway Eco Bowler Bags
- // 20 Oway Gifting Tissue Paper
- // 20 Oway Beauty Consumer Brochure
- // 10 Beauty Treatment Brush

SAVE 42%!

\$1999.95



HOLISTIC HAIR SALON

Transform your salon space into an epicenter of beauty, wellness and sustainability. Our line of SALON and LIFE products help you and your clients achieve balance of the mind, body, hair and spirit.

- // ELIMINATES TOXINS FROM THE SALON
- // PROLONGS + PRESERVES HAIR COLOR LONGEVITY
- // INDUCES RELAXATION, COMFORT + TRUST IN THE SALON
- // STIMULATES THE SENSES FOR A HOLISTIC SALON EXPERIENCE
- // REDUCES SALON WASTE + DEPENDENCE ON PLASTICS



**HOLISTIC
WELLNESS**



**SUSTAINABLE
LUXURY**



**ETHICAL
PRACTICES**



**GREEN
CHEMISTRY**



**ORGANIC WAY
OF LIFE**



HOLISTIC SALON

SENSES KIT

PRODUCT

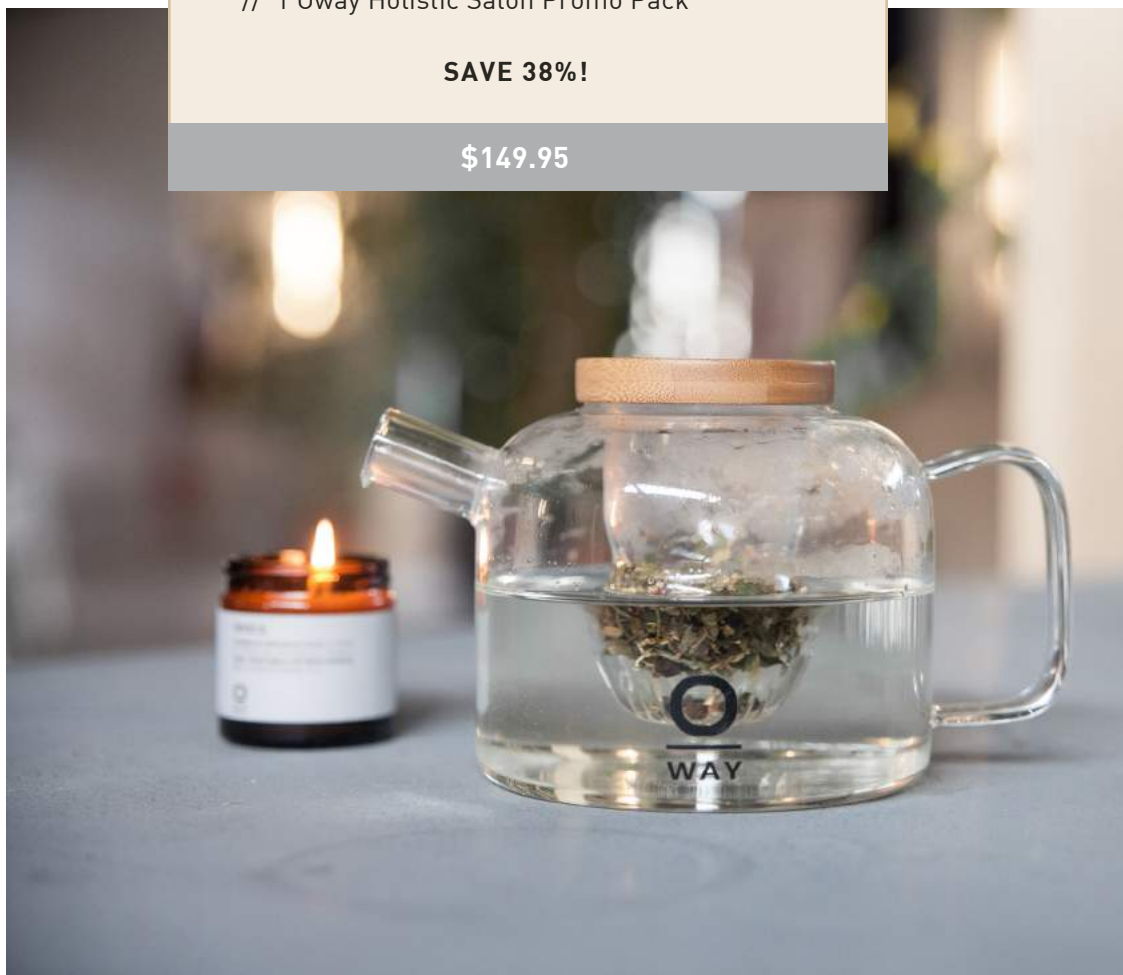
- // 1 AROMA Herbal Tea 80g
- // 1 NOTA Essential Oil 50ml
- // 1 Tratto Fabric Spray 160ml
- // 1 Simply Organic Detox Essential Oil 15ml
- // 1 Simply Organic Relax Essential Oil 15ml
- // 1 Simply Organic Focus Essential Oil 15ml
- // 1 Simply Organic Awaken Essential Oil 15ml

TOOLS & ACCESSORIES

- // 1 AROMA Glass Tea Mugs (Set of 2)
- // 1 AROMA Glass Tea Pot
- // 1 Beauty Treatment Tea Bags (120/pk)
- // 1 Aromtherapy Cloud Diffuser
- // 1 Oway Holistic Salon Promo Pack

SAVE 38%!

\$149.95





ECO SALON TOOL KIT

TOOLS & ACCESSORIES

- // 3 Regenerated Cotton Apron
- // 3 Regenerated Cotton Kimono
- // 3 Regenerated Cotton Cape
- // 3 Biodegradable Capes [30 pack]
- // 3 Straw Color Mixing Bowl
- // 3 Straw Color Application Brush
- // 3 VERSO Styling Comb

PROMO

- // 3 Holistic Hair Tribe T-Shirt
- // 2 Regen Cotton Collection Folder
- // 1 Green Chemistry Salon Window Decal
- // 10 Raw Paper Bag
- // 10 Oway Eco Shopper Bag
- // 10 Simply Organic Salon Retail Bag

SAVE 38%!

\$399.95





ECO STYLIST TOOL KIT

TOOLS & ACCESSORIES

- // 1 Regenerated Cotton Apron
- // 1 Regenerated Cotton Kimono
- // 1 Regenerated Cotton Cape
- // 1 Biodegradable Capes [30 pack]
- // 1 Straw Color Mixing Bowl
- // 1 Straw Color Application Brush
- // 1 VERSO Styling Comb

PROMO

- // 1 Holistic Hair Tribe T-Shirt
- // 1 Regen Cotton Collection Folder

SAVE 38%!

\$149.95





FLOWERALL + HYDRO-DHARA

Deeply rooted in traditional Ayurvedic medicine, Hydro-dhara creates a gentle flow of Flowerfall's aromatherapeutic waters to indirectly stimulate the pituitary gland releasing tension and stress, while delivering essential nutrients to the hair and scalp.

Flowerfall is a biodynamic-organic distillate made from the hydrolates of Biodynamic Lavender, Rose, Rosemary and Lemon Balm Essential Oils.

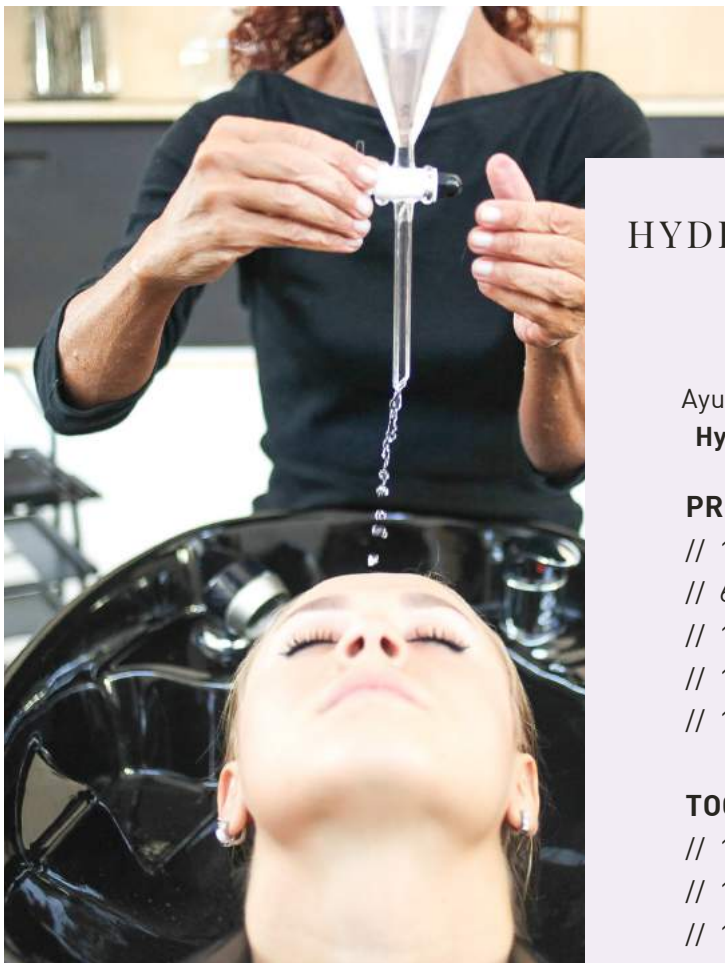
Together, they provide a 5 minute in-salon service to relax the hair, scalp and mind. A true holistic wellness treatment and experience, exclusively for Oway Stylists and Salons.

// RELIEVES TENSION + STRESS

// INDUCES RELAXATION, COMFORT + IMMEDIATE CALM

// DELIVERS ESSENTIAL NUTRIENTS + BENEFITS TO THE HAIR AND SCALP

// 3-IN=ONE HOLISTIC TREATMENT FOR THE HAIR, SCALP + MIND



HYDRO-DHARA & FLOWERFALL SERVICE LAUNCH KIT

Unleash the benefits of aromatherapy and Ayurvedic medicinal tradition with our complete **Hydro-dhara & Flowerfall Service Launch Kit.**

PRODUCT

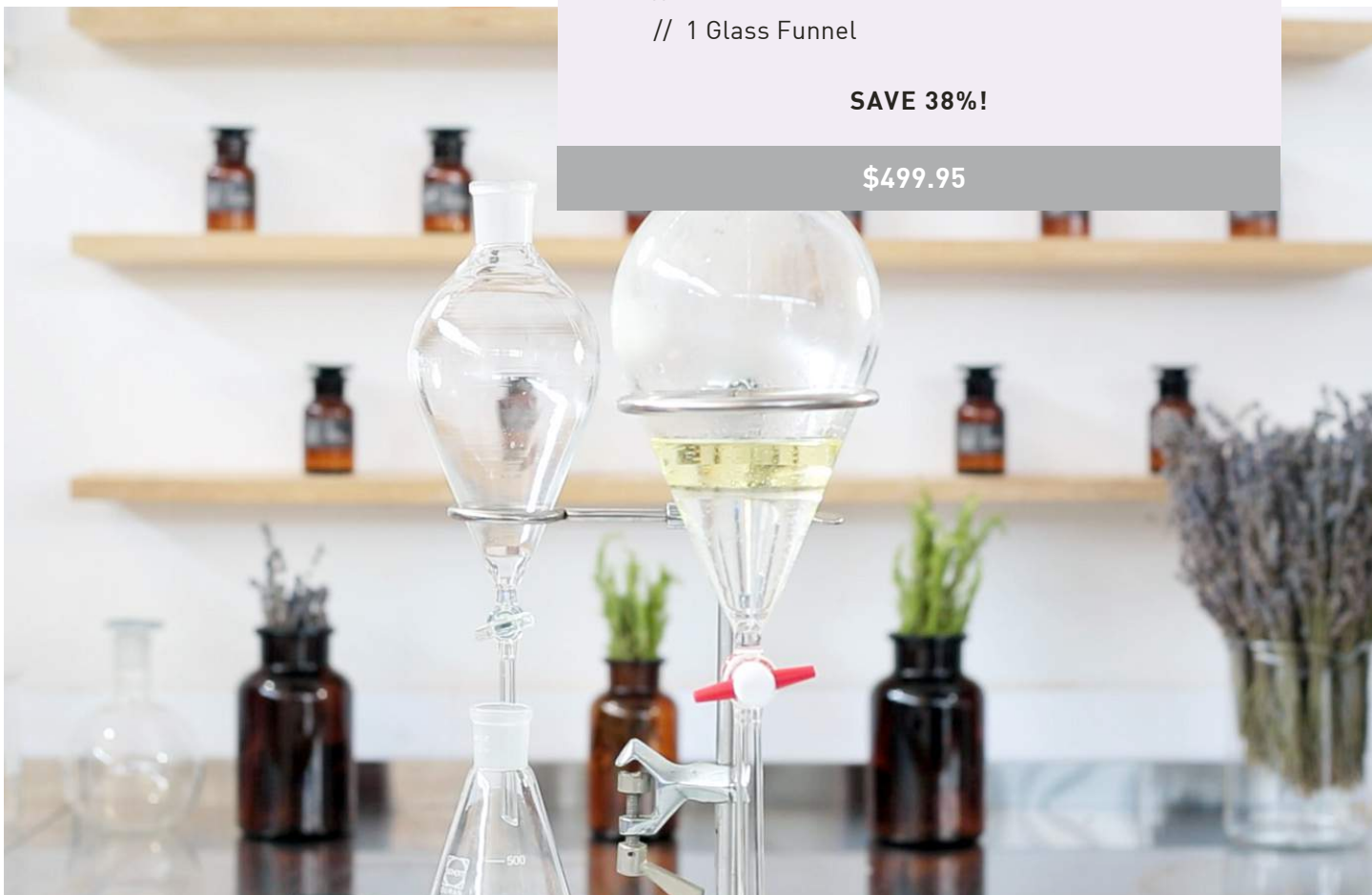
- // 1 Flowerfall Distillate [950ml]
- // 6 Flowerfall Distillate Spray [160ml]
- // 1 Relaxing Essential Oil [7ml]
- // 1 Antioxidant Essential Oil [7ml]
- // 1 Strengthening Essential Oil [7ml]

TOOLS + PROMO

- // 1 Hydro-dhara Kit [Stand, Arm Dispenser]
- // 1 Hydro-dhara Promo Pack
- // 1 Glass Flowerflask [1000ml]
- // 1 Glass Flowerflask [250ml]
- // 1 Glass Funnel

SAVE 38%!

\$499.95





FLOWERFALL EXPRESS SERVICE KIT

Offer the aromatherapeutic benefits of Flowerfall in any sized space with our **Flowerfall Express Service Kit**.

PRODUCT

- // 1 Flowerfall Distillate [950ml]
- // 4 Flowerfall Distillate Spray [160ml]

TOOLS + PROMO

- // 1 Glass Flowerflask [250ml]
- // 1 Glass Funnel

SAVE 38%!

\$89.95



HCOLOR PERMANENT AMMONIA-FREE COLOR

naturals [.0].....\$14.95

- 1.0 Natural Black
- 2.0 Natural Brown
- 3.0 Natural Dark Brown
- 4.0 Natural Brown
- 5.0 Natural Light Brown
- 6.0 Natural Dark Blonde
- 7.0 Natural Blonde
- 8.0 Natural Light Blonde
- 9.0 Natural Very Light Blonde

natural ash [.01].....\$14.95

- 4.01 Natural Ash Brown
- 5.01 Natural Light Ash Brown
- 6.01 Natural Dark Ash Blonde
- 7.01 Natural Ash Blonde
- 8.01 Natural Light Ash Blonde
- 9.01 Natural Very Light Ash Blonde

ash [.1].....\$14.95

- 4.1 Ash Brown
- 5.1 Ash Light Brown
- 6.1 Ash Dark Blonde
- 7.1 Ash Blonde
- 8.1 Ash Light Blonde
- 9.1 Ash Very Light Blonde
- 10.1 Ash Extra Light Blonde

gold [.3 / .33].....\$14.95

- 5.3 Golden Light Brown
- 6.3 Golden Dark Blonde
- 7.3 Golden Blonde
- 8.3 Golden Light Blonde
- 9.3 Golden Very Light Blonde
- 10.3 Golden Extra Light Blonde
- 10.33 Golden Extra Light Deep Golden Blonde.....\$15.95

beige [.31].....\$14.95

- 5.31 Beige Light Brown
- 6.31 Beige Dark Blonde
- 7.31 Beige Blonde
- 8.31 Beige Light Blonde
- 9.31 Beige Very Light Blonde

golden copper [.34].....\$14.95

- 5.34 Golden Copper Light Brown
- 6.34 Golden Copper Dark Blonde
- 7.34 Golden Copper Blonde
- 8.34 Golden Light Blonde

copper golden [.43].....\$14.95

- 6.34 Copper Golden Dark Blonde
- 7.34 Copper Golden Blonde
- 8.34 Copper Golden Light Blonde
- 9.34 Copper Very Light Golden Blonde

coppery [.4].....\$14.95

4.4

5.4 Coppery Light Brown

6.4 Coppery Dark Blonde

7.4 Coppery Blonde

8.4 Coppery Light Blonde

deep coppery [.44].....\$15.95

5.44 Deep Coppery Light Brown

6.44 Deep Coppery Dark Blonde

7.44 Deep Coppery Blonde

8.44 Deep Coppery Light Blonde

red coppery [.46].....\$14.95

5.46 Red Coppery Light Brown

7.46 Red Coppery Blonde

mahogany [.5].....\$14.95

4.5 Mahogany Brown

5.5 Mahogany Light Brown

6.5 Mahogany Dark Blonde

red mahogany [.56].....\$14.95

4.56 Red Mahogany Brown

5.56 Red Mahogany Light Brown

red [.6 /.66].....\$14.95

4.6 Red Brown

5.6 Red Light Brown

7.6 Red Blonde

6.66 Deep Red Dark Blonde.....\$15.95

7.66 Deep Red Blonde.....\$15.95

8.66 Deep Red Light Blonde.....\$15.95

red irisee [.62].....\$14.95

6.62 Irisee Red Dark Blonde

deep purple [.77].....\$15.95

4.77 Deep Purple Brown

5.77 Deep Purple Light Brown

7.77 Deep Purple Blonde

MIXED SHADES [REFLECTS ARE 50/50]

mocha series [.03].....\$14.95

5.03 CM Mocha Light Brown

6.03 BSM Mocha Dark Blonde

7.03 BM Mocha Blonde

chocolate series [.05].....\$14.95

3.05 CL Dark Chocolate Brown

4.05 CL Milk Chocolate Brown

frosted series [.17].....\$14.95

3.17 Frosted Dark Brown

5.17 Frosted Light Brown

11.17 Frosted Platinum

havana series [.32].....\$14.95

5.32 CDI Irisee Golden Light Brown

7.32 BA Havana Blonde

tobacco series [.35].....\$14.95

4.35 CF Coffee Brown

5.35 CT Tobacco Light Brown

6.35 BST Tobacco Dark Blonde

7.35 BT Tobacco Light Blonde

HIGH LIFT BLONDES

super bleaching blondes [90.].....\$14.95

90.0 Natural Super Bleaching Blonde

90.1 Ash Super Bleaching Blonde

90.11 Intense Ash Super Bleaching Blonde.....\$15.95

90.2 Irisee Super Bleaching Blonde

90.3 Golden Super Bleaching Blonde

0.0 Bleaching Booster

TONE BOOSTERS/CORRECTORS

hplus[+].....\$10.95

.1 Ash Booster

.3 Golden Booster

.6 Red Booster

.7 Purple Booster

.8 Blue Booster

.9 Green Booster

HCOLOR DISCOUNT PACKAGES

try me.....\$99.95

explorer*.....\$399.95

pioneer*.....\$899.95

trendsetter*.....\$1699.95



HNECTAR COLOR INFUSION TREATMENT

naturals [.0].....\$15.95

- 3.0 Natural Dark Brown
- 4.0 Natural Brown
- 5.0 Natural Light Brown
- 6.0 Natural Dark Blonde
- 7.0 Natural Blonde
- 8.0 Natural Light Blonde
- 9.0 Natural Very Light Blonde

nordic series [.1].....\$15.95

- 4.1 Nordic Brown
- 6.1 Nordic Dark Blonde
- 8.1 Nordic Light Blonde
- 9.1 Nordic Very Light Blonde
- 10.1 Nordic Extra Light Blonde

wisteria [.2].....\$15.95

- 10.2 Wisteria Extra Light Blonde

lavender [.21].....\$15.95

- 10.21 Lavender Extra Light Blonde

wheat [.3].....\$15.95

- 5.3 Wheat Light Brown
- 6.3 Wheat Dark Blonde
- 7.3 Wheat Blonde
- 8.3 Wheat Light Blonde
- 9.3 Wheat Very Light Blonde

desert sand [.31].....\$15.95

- 6.31 Desert Sand Dark Blonde
- 7.31 Desert Sand Blonde
- 9.31 Desert Sand Very Light Blonde
- 10.31 Desert Sand Extra Light Blonde

caramel [.32].....\$15.95

- 8.32 Caramel Light Blonde
- 10.32 Caramel Extra Light Blonde

coffee [.35].....\$15.95

- 6.35 Coffee Dark Blonde

saffron [.44].....\$15.95

- 7.44 Saffron Blonde
- 8.44 SaffronLight Blonde
- 9.44 Saffron Very Light Golden Blonde

burgundy [.5].....\$15.95

- 5.5 Burgundy Light Brown
- 7.5 Burgundy Blonde

cayenna [.66].....\$15.95

- 4.66 Cayenna Brown
- 5.66 Cayenna Light Brown
- 6.66 Cayenna Dark Blonde

blueberry [.77]	\$15.95
4.77 Blueberry Brown	
6.77 Blueberry Dark Blonde	
midnight [.8]	\$15.95
1.8 Night Blue Black	
marron glace[.9]	\$15.95
5.9 Marron Glace Light Brown	
7.9 Marron Glace Blonde	

HNECTAR DISCOUNT PACKAGES

try me	\$199.95
blonding + toning	\$129.95
discovery	\$399.95
innovator	\$599.95

HMELT PURE PIGMENT CONCENTRATES

pure pigments	\$22.95
Authentic Chestnut	
Sunny Orange	
Glamour Copper Gold	
Divine Gold	
Red Energy	
Playful Rose	
Blue Charm	
Green Harmony	

HMELT DISCOUNT PACKAGES

unicorn kit	\$149.95
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HBLEACH AMMONIA-FREE PLANT BUTTER LIGHTENER

hbleach lightener [500g]	\$36.95
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HSYSTEM TECHNICAL SERVICE SUPPORT SYSTEM

developers [950ml].....\$11.95

Htone 9 vol [2.7%]

Hcatalyst 20 vol [6%]

Hcatalyst 30 vol [9%]

Hcatalyst 40 vol [12%]

backbar + tools.....

Htech Clarifying Shampoo [950ml].....\$24.95

Hbalance Neutralizing Acidic Shampoo [950ml].....\$24.95

Hbalance Conditioning pH Mask [500ml].....\$24.95

Hscreen Skin Protection Fluid [100ml].....\$19.95

Hypercolor Accelerator Drops [50ml].....\$35.95

Hmilk No Stress Treatment [500ml].....\$21.95

Hrestore Plant Protein Spray [240ml].....\$21.95

Hbright Light Enhancing Fluid [500ml].....\$49.95

HSYSTEM DISCOUNT PACKAGES

HSYSTEM PACK I [1-piece].....\$149.95

HSYSTEM PACK II [2-piece].....\$249.95

OWAVE PERMANENT TEXTURE SYSTEM

OWAVE.....

OWAVE 1A Solution [500ml].....\$34.95

OWAVE 1B Solution [500ml].....\$34.95

OWAVE 2 Neutralizer [500ml].....\$28.95

OWAVE DISCOUNT PACKAGES

OWAVE TRY ME.....\$129.95

OWAVE CURL + CARE KIT.....\$199.95

OWAVE RELAX + RENEW KIT.....\$199.95

HAIR CARE & STYLING

frequent use // daily rituals

frequent use hair and scalp bath [240ml 950ml 50ml].....	\$14.95 \$31.95 \$6.95
frequent use conditioner [240ml 950ml 50ml].....	\$16.95 \$35.95 \$6.95
phytoprotein mist [160ml].....	\$19.95

color protection // treat + protect

color protection hair bath [240ml 950ml 50ml].....	\$14.95 \$31.95 \$6.95
color protection hair mask [150ml 500ml 50ml].....	\$16.95 \$32.95 \$6.95
color protection veil [160ml].....	\$19.95

moisturizing // hydrate + soften

moisturizing hair bath [240ml 950ml 50ml].....	\$14.95 \$31.95 \$6.95
moisturizing hair mask [150ml 500ml 50ml].....	\$16.95 \$32.95 \$6.95
no-rinse moist conditioner [160ml].....	\$18.95

xvolume // volumize + energize

volumizing hair bath [240 950ml].....	\$14.95 \$31.95
volumizing root spray [160ml].....	\$19.95

curly // shape + style

curly hair bath [240ml 950ml 50ml].....	\$14.95 \$31.95 \$6.95
curly hair mask [150ml 500ml 50ml].....	\$16.95 \$32.95 \$6.95
curly potion [240ml 30ml].....	\$19.95 \$6.95

smooth+ // sleek + smooth

smoothing hair bath [240ml 950ml 50ml].....	\$14.95 \$31.95 \$6.95
smoothing conditioner [240ml 950ml 50ml].....	\$16.95 \$35.95 \$6.95
smoothing cream [150ml].....	\$21.95
smoothing fluid [100ml].....	\$23.95

silk'n glow // de-frizz + nourish

silk'n glow hair bath [240ml 500ml 50ml].....	\$14.95 \$26.95 \$6.95
silk'n glow hair mask [150ml 500ml 50ml].....	\$16.95 \$33.95 \$6.95
silk'n glow serum [50ml 100ml].....	\$23.95 \$35.95

sunway // suncare remedies for hair + skin

after-sun hair & body bath [240ml 950ml].....	\$14.95 \$27.95
after-sun hair mask [150ml 500ml].....	\$16.95 \$38.95
sun protective elixir [100ml].....	\$18.95
after-sun body balm [150ml].....	\$18.95

SCALP TREATMENTS & SPECIALTY HAIR CARE

rebuilding // repair + restore

rebuilding hair bath [240ml 950ml].....	\$15.95 \$34.95
rebuilding hair mask [150ml 500ml].....	\$16.95 \$32.95
rebuilding serum [500ml]	\$62.95
ceramides f [30ml]	\$55.95
hyalominerals [30ml]	\$55.95

hair-loss // stimulate + strengthen

micro-stimulating hair bath [240ml 950ml].....	\$15.95 \$35.95
densifying remedy spray [100ml vials: 10 x 5ml].....	\$38.95 \$42.95
vivifying remedy - sensitive scalps [100ml vials: 10 x 5ml].....	\$38.95 \$42.95

soothing // calm + soothe

soothing hair bath [240ml 950ml 50ml].....	\$15.95 \$36.95 \$6.95
soothing remedy [50ml].....	\$24.95
biodynamic micronized helichrysum [50g].....	\$37.95
zanthoxylum soothing gel [150ml].....	\$20.95

purifying // anti-dandruff + balance

purifying hair bath - dry scalps [240ml 950ml].....	\$15.95 \$34.95
purifying hair bath - oily scalps [240ml 950ml].....	\$15.95 \$34.95
biodynamic micronized thyme [80g].....	\$42.95
purifying rice wax [150ml].....	\$21.95

rebalancing // oil control + regulation

sebum balance hair bath [240ml 950ml 50ml].....	\$15.95 \$34.95 \$6.95
biodynamic micronized sage [50g].....	\$37.95
amazonian control clay [150ml].....	\$20.95

herbs and clay // scalp detox + renew

herbs and clay peeling cleanser [160g].....	\$29.95
antioxidant essential oil [7ml].....	\$22.95
strengthening essential oil [7ml].....	\$22.95
relaxing essential oil [7ml].....	\$22.95

TREATMENTS DISCOUNT PACKAGES

HAIR LOSS.....	\$399.95
SOOTHING.....	\$199.95
PURIFYING.....	\$209.95
REBALANCING.....	\$199.95
SCALP DETOX.....	\$129.95
REBUILDING.....	\$299.95

HMELT MASKS: HAIR COLOR REVITALIZING TREATMENTS

red energy // revitalize red hair colors	
[125ml].....	\$17.95
mysterious purple // restore brightness to blonde hair colors	
[125ml].....	\$17.95
sunny orange // vivifies deep orange hues	
[125ml].....	\$17.95
glamour copper gold // enhances golden copper hair colors	
[125ml].....	\$17.95
divine gold // boost reflective warm tones in blondes + brunettes	
[125ml].....	\$17.95
authentic chesnut // reinvigorate cool, rich brunette tones	
[125ml].....	\$17.95

BOTANICAL DETOX

plant and mineral refresh // 100% natural dry shampoo & volumizer	
[36g].....	\$16.95

STYLING & FINISH

bio-rich water // aromatherapy cutting spray	
[240ml 950ml].....	\$12.95 \$22.95
sculpting mist // strong hold eco-hair spray	
[240ml 950ml].....	\$19.95 \$59.95
sea salt spray // texturizing spray	
[240ml].....	\$19.95
flux potion // flexible hold liquid mousse	
[240ml].....	\$19.95
thermal stress protector // medium hold heat protection spray	
[240ml].....	\$20.95

STYLING & FINISH [CONT.]

glossy nectar // versatile lightweight serum

[50ml | 160ml]..... \$15.95 | \$25.95

glamshine cloud // finishing shine spray

[100ml]..... \$19.95

nurturing drops // nourishing split end serum

[240ml | 950ml]..... \$20.95

precious wax // versatile nourishing wax for hair, skin and nails

[50ml | 100ml]..... \$14.95 | \$19.95

shabby mud // soft hold styling clay

[50ml | 100ml]..... \$14.95 | \$19.95

shaping putty // strong hold fibrous styling aid

[50ml | 100ml]..... \$14.95 | \$19.95

boho pomade // soft hold styling paste

[50ml | 100ml]..... \$14.95 | \$19.95

quick glue // extra strong hold matte styling glue

[100ml]..... \$14.95

frozen glaze // extra strong hold, high shine styling gel

[100ml]..... \$14.95

STYLING & CARE DISCOUNT PACKAGES

STYLING BEST SELLERS.....\$99.95

STYLING TRY ME.....\$299.95

CARE TRY ME.....\$199.95

CARE + STYLING I [1 piece].....\$749.95

CARE + STYLING II [3 piece].....\$2199.95

OW MEN

[styling]

water resin // medium hold, satin finish styling pomade
[50ml]..... \$16.95

raw mud // soft hold, matte styling clay
[50ml]..... \$16.95

bungee fiber // medium hold, natural fibrous styling paste
[50ml]..... \$16.95

[hair care + treatments]

silver steel hair bath // anti-yellow, illuminating shampoo
[240ml]..... \$17.95

invigorating hair & body wash // 2-in-1 hair + body gel
[240ml]..... \$18.95

nocturnal remedy // nightly hair loss treatment for men
[100ml]..... \$38.95

[shaving + skincare]

face & beard hydrating cleanser // facial cleansing mousse
[150ml]..... \$19.95

softening shave cream // moisturizing fluid shave cream
[100ml]..... \$16.95

repairing aftershave balm // soothing post-shave cream
[50ml]..... \$24.95

face & eye energizing texture // anti-aging emulsion cream
[50ml]..... \$44.95

lip & beard salve // soft, nourishing wax for beard and lips
[30ml]..... \$24.95

OW MEN DISCOUNT PACKAGES

OW MEN TRY ME.....\$199.95

OW MEN LAUNCH PACK.....\$499.95

OW MEN DELUXE LAUNCH PACK.....\$799.95

SKINCARE

[face]

perfect skin cleansing cream // hydrating face cleanser

[75ml | 270ml]..... \$14.95 | \$34.95

de-stress tonic potion // calming facial toner

[140ml | 290ml]..... \$21.95 | \$27.95

awakening face moisturizer // lightweight moisturizing cream

[50ml | 125ml]..... \$39.95 | \$74.95

radiance face balm // anti-aging moisturizing cream

[50ml | 125ml]..... \$42.95 | \$79.95

miracle eye complex // targeted anti-aging cream for eyes

[20ml]..... \$39.95

replumping booster // anti-wrinkle face concentrate

[25ml]..... \$39.95

regenerating booster // restorative face concentrate

[25ml]..... \$39.95

radiance face balm kit // 3-in-1 facial care trial kit

[Radiance Face Balm 50ml, Replumping Booster 5ml, Regenerating Booster 5ml]..... \$64.95

glowing face gommage // micro-exfoliating treatment

[75ml | 230ml]..... \$29.95 | \$59.95

calming face mask // soothing facial treatment

[75ml | 230ml]..... \$29.95 | \$59.95

anti-defying face mask // anti-aging facial treatment

[75ml | 230ml]..... \$29.95 | \$74.95

summer solstice // 100% biodynamic face + body treatment

[45g]..... \$25.95

winter solstice // 100% biodynamic face + body treatment

[30g]..... \$25.95

velluto // 100% natural, hydrating lip balm gel

[10ml]..... \$6.95

SKINCARE

[body]

remedy hand balm // ultra-nourishing hand cream	
[75ml 270ml].....	\$7.95
velvet body fluid // ultra-nourishing body cream	
[50ml 150ml 500ml].....	\$18.95 \$39.95 \$89.95
fabulous body oil // lightweight hydrating body oil	
[140ml].....	\$35.95
ultra-rich body oil // extra hydrating body massage oil	
[290ml].....	\$57.95
beautifying body peeling // 100% organic sugar exfoliant powder	
[400g].....	\$59.95
slim & shape booster // resculpting body concentrate	
[20ml].....	\$39.95
tone & lift booster // toning + firming body concentrate	
[25ml].....	\$39.95
detox body bath // calming body wash	
[50ml 270ml].....	\$6.95 \$18.95
materia // 100% organic exfoliating body bar soap	
[20g].....	\$7.95

SKINCARE DISCOUNT PACKAGES

FACE TRY ME	\$199.95
BODY TRY ME	\$159.95
RETAIL LAUNCH PACK	\$399.95
SKINCARE SERVICE LAUNCH PACK	\$699.95
ULTIMATE SKINCARE PACK	\$1999.95

HOLISTIC LIFE + SALON

[holistic salon experience]

hydro-dhara kit // aromatherapy + ayurvedic treatment tool

[stand, arm, glass dispenser]..... \$349.95

flowerfall // relaxing + anti-aging essential oil distillate

[160ml | 950ml]..... \$14.95 | \$34.95

nota essential oil // 100% pure signature essential oil

[7ml | 50ml]..... \$15.95 | \$54.95

aroma tea // 100% biodynamic-organic herbal tea

[70gl]..... \$16.95

aroma glass tea pot // 100% organic exfoliant powder

[makes 25oz]..... \$24.95

aroma glass tea mugs // resculpting body concentrate

[Set of 2]..... \$14.95

cloud essential oil diffuser // aromatherapy + air purifying diffuser

..... \$69.95

tratto // non-toxic fabric + lingerie spray

[160ml | 500ml refill]..... \$34.95 | \$79.95

[eco tools]

regenerated cotton kimono // eco-friendly client kimono

..... \$54.95

regenerated cotton apron // eco-friendly stylist apron

..... \$49.95

regenerated cotton cape // eco-friendly client cutting cape

..... \$49.95

biodegradable capes // color-safe, biodegradable salon capes

[Pack of 30]..... \$24.95

straw color mixing bowl // 100% plastic-free, durable color bowl

..... \$4.95

straw color application brush // 100% plastic-free, durable color brush

..... \$3.95

verso comb // 100% stainless steel, static free comb

..... \$16.95

linea razor // 100% stainless steel, single blade razor

..... \$14.95

TECHNICAL TOOLS, ACCESSORIES & PROMOTION

[technical tools]

hcolor swatch book	\$75.00
hnectar swatch book	\$55.00
hmelt chromatic color chart	\$45.00
hcolor hi-res paper swatch guide	\$4.95
hnectar hi-res paper swatch guide	\$4.95
simply organic color tube key	\$4.95
simply organic digital color scale	\$39.95
simply organic color mixing whisk	\$9.95
simply organic color application brush	\$3.95
simply organic color mixing bowl	\$4.95
simply organic premium cape	\$24.95
simply organic stylist apron	\$22.95
ultrasonic infrared remedy iron	\$129.95
scalp + hair tricho-analyzer	\$1499.95
oway folders [manuals]	\$6.95 each
Hcolor	
Hnectar	
Hmelt	
Owave	
Botanical Detox	
Scalp Treatments	
Rebuilding	

TECHNICAL TOOLS, ACCESSORIES & PROMOTION

[technical tools]

owpedia	\$49.95
annual lunar calendar	\$1.95
scalp diagnosis + treatment application sheet	\$1.95
wooden application kit	\$24.95
bamboo mixing whisk	\$55.00
glass sepratory funnel	\$45.00
glass flowerflask	\$27.95 \$45.95
[250ml 1000ml].	
beauty treatments bowl	\$4.95
beauty treatment tea bags	\$10.95
[Pack of 120].	
beauty treatment brush	\$18.95
circolo scalp massage brush	\$9.95
lamina bath melt maker grater	\$4.95
reusable perm application bottle	\$1.95
product pumps	\$1.95
[240ml 500ml 950ml].	

TECHNICAL TOOLS, ACCESSORIES & PROMOTION

[promotional materials]

holistic hair tribe t-shirt

[Available XS-XXL and Women + Mens] \$19.95

holistic hair tribe flair pin pack

[Pack of 4]..... \$3.95

green chemistry salon window decal

..... \$8.95

oway in-salon visuals

..... \$24.95

oway consumer brochures [marketing]..... \$1.95 each

Care

Styling

Treatments

Men's Collection

Beauty

Sunway

Life

Hmelt Masks

Overview

holistic hair tribe t-shirt

[Available XS-XXL and Women + Mens] \$19.95

holistic hair tribe flair pin pack

[Pack of 4]..... \$3.95

green chemistry salon window decal

..... \$8.95

oway in-salon visuals

..... \$24.95

oway posters [marketing]..... \$9.95 each

Mysterious Purple Model

Green Harmony Model

Sleek Styling Model

Hcolor Benefits

Styling Benefits

oway tri-fold brochures [marketing]..... \$3.95 each

Hcolor

Hnectar

oway holistic hair color flyer [Pack of 20].....\$5.95

oway overview catalog.....\$2.95

TECHNICAL TOOLS, ACCESSORIES & PROMOTION

[retail + visual merchandising]

oway raw paper bag25¢

oway eco-shopper bag95¢

simply organic salon retail bag95¢

oway eco-bowler bag \$5.95

oway black eco-bowler bag \$5.95

oway gift tissue
[1 sheet | 90 sheet roll]30¢ | \$9.95

oway wooden expos [retail displays + organizers]
3 Tube Display Block [holds 3 oway tube products].....\$9.95
Single Tube Display Block [holds 1 oway tube products].....\$9.95
Single Product Display Block [holds 1 oway 240ml product].....\$9.95
3 Serum Display Block [holds 3 oway 50ml serums].....\$9.95
Remedy Hand Balm Display [holds 10]\$79.95
Hmelt Masks Display [holds 12].....\$79.95
Men's Collection [holds 1 of each product].....\$89.95
Plant & Mineral Refresh Dry Shampoo [holds 6].....\$79.95
Tratto Fabric & Lingerie Spray [holds 4 retail; 2 refills].....\$59.95
Herbs & Clay [holds whisk, bowl, 3 7ml oils, herbs & 1 clay peeling cleanser].....\$49.95
Eco-Developer Organization Rack [holds 5 oway developers or hbleach].....\$29.95