

we chase

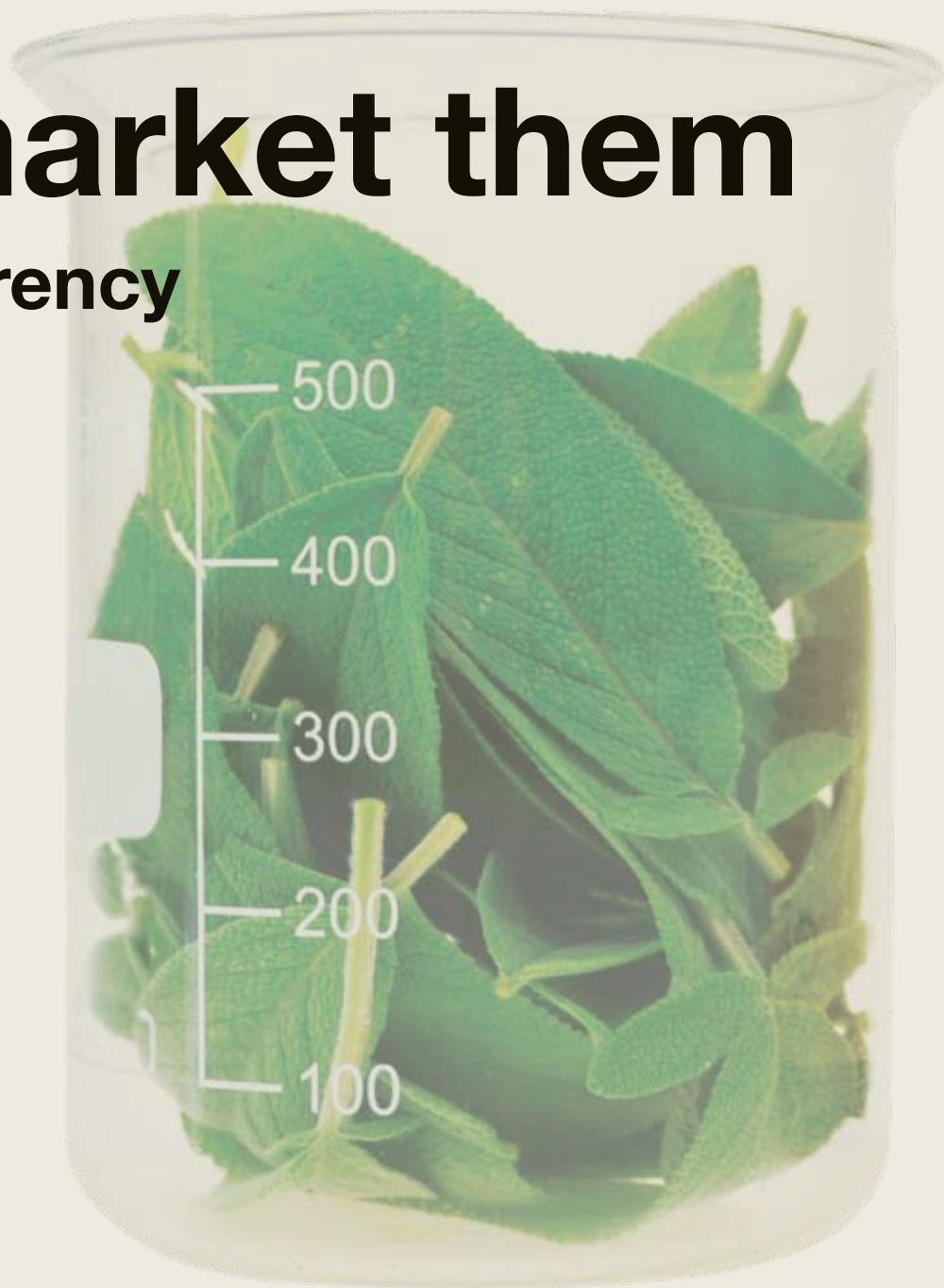
ideals

we persevere

in making them happen

we market them

in **transparency**



O
WAY



**is Organic Way biodynamic farm,
covering an area of over 50,000 sq.m,**

**WHERE WE GROW, PICK AND DISTIL BIODYNAMIC EXTRACTS,
ESSENTIAL OILS AND HYDROLATES USED IN OUR FORMULAS.**

Every single sowing, growing, harvesting, processing and distilling process occurs without the use of any chemical substances, respecting the plant and the environment, allowing the purest, concentrated and effective active ingredients to be obtained.

Oway is the first hair treatment to use essential oils, hydrolates, pure micronized plants from zero kilometer biodynamic farming grown at Ortofficina.

WE BELIEVE THAT USING INGREDIENTS WHICH ARE HEALTHIER, MORE NATURAL, RICH IN ACTIVE INGREDIENTS AND FREE FROM CHEMICAL TREATMENTS IS HEALTHY FOR OUR BODIES AND INCREASES OUR WELL-BEING AND QUALITY OF LIFE.



The highest quality formulas

PURE OILS, RESINS, WAXES, BUTTERS AND EMOLLIENTS OF VEGETABLE ORIGIN are the key both to effective cosmetic treatments and to guarantee nourishment and protection to the hair.

BLENDS OF PHYTO-PROTEINS plump up the hair fibre, improving its structure treatment after treatment.

NATURAL BOOSTERS add shine, protect and make hair healthy over time.

100% BIODYNAMIC PLANTS GROWN, EXTRACTED AND MICRONI-ZED AT ORTOFFICINA, in order to guarantee utmost concentration of active principles in the line which faces the most common hair and scalp imbalances and problems.

**WE HAVE
ELIMINATED
SLS/SLES,
PARABENS,
PEGS/PPGS/BGS,
MINERAL OILS,
ARTIFICIAL
COLOURANTS
AND SYNTHETIC
FRAGRANCES
FROM OUR
FORMULAS.**





Very pure essential oils

ALL OUR OWAY LINES ARE PERFUMED WITH A MIXTURE OF CAREFULLY BLENDED ESSENTIAL OILS.

The essential oils are the “heart” of a plant, the most vital part that is rich in active ingredients. Unlike artificial fragrances, which merely provide a pleasant scent, essential oils have powerful beneficial effects on the body and the mind, transforming a treatment into a moment of relaxation and holistic wellbeing.

Maybe you can't change the world but you can make it a better place

WE BELIEVE THAT EVEN HUMBLE INGREDIENTS CAN MAKE A BIG DIFFERENCE.

For this reason in Oway products we choose to use plants originating from ethically managed crops, produced by 486 communities in the Brazilian Amazon and by Australian Aboriginal populations and populations from Indochina and Africa.



Less packaging, more environment

WE ARE THE FIRST PROFESSIONAL TRICHOLOGY COMPANY IN THE WORLD TO CHOOSE AMBER GLASS AND ALUMINIUM TO GUARANTEE HYGIENE, NATURALNESS, HIGH QUALITY AND TRANSPARENCY.

We use only essential packaging, in order to reduce environmental impact to a minimum. We choose sustainable, recyclable and natural materials. We create only eco-friendly marketing materials: with recycled or fsc paper and cardboard, pefc wood and other sustainable materials.

WHY GLASS: AMBER COLOURED PHARMACEUTICAL-GRADE GLASS PROTECTS IN THE BEST POSSIBLE WAY THE FORMULATIONS WITH HIGH CONCENTRATION OF NATURAL INGREDIENTS AND ESSENTIAL OILS GUARANTEEING THE PURITY. 100% AND INFINITELY RECYCLABLE.

WHY ALUMINIUM: IT IS AN EXTREMELY RESISTANT AND ADAPTABLE MATERIAL, HIGHLY RECOMMENDED FOR OPTIMAL PRODUCT PRESERVATION. 100% AND INFINITELY RECYCLABLE.





Our own head-spa concept

**INSTEAD OF THE TRADITIONAL HAIR SALON, FAST-SERVICE SHOP,
ANONYMOUS SERVICE, WE PREFER THE HEAD-SPA CONCEPT!**

Imagine a space where you can relax, be surrounded by SPA aromatic fragrances, dip your hair in purifying and restorative hair treatments, rely on the expert hands of a hair and scalp consultant, let yourself be pampered with hydromassage at the washbasin and sit in a dedicated space, where you can enjoy Ayurveda massage while sipping a herbal tea or smoothie. You can experience all this at our hair salons. This is our concept of natural and holistic wellbeing, which regenerates your hair, scalp and ... above all, your thoughts!

Care

SUBLIME, MULTISENSORIAL SYNERGIES BASED ON BIODYNAMIC, ORGANIC, BOTANICAL AND ETHICAL ACTIVE PRINCIPLES

We study the ingredients of our formulas in order to answer in a naturally way to every hair and scalp need.

We select the most functional extracts, sticking to tradition and we study in the laboratory the ideal mixing to ensure quality and results.



Care

dailyAct

The right amount of vigour and energy for the hair's daily wellbeing.

WITH BIODYNAMIC LEMON, ORGANIC WHITE TEA, ETHICALLY-PRODUCED ANISATA, CHESTNUT PROTEINS.

moisturizing

Deep moisturisation for hair which is nourished for longer.

WITH BIODYNAMIC HAZELNUT, ORGANIC HONEY, ETHICALLY-PRODUCED MURUMURU.

colorUp

Shine, protection and long-lasting colour for coloured and highlighted hair.

WITH BIODYNAMIC RED GRAPEVINE, ORGANIC GOJI, ETHICALLY-PRODUCED KAKADU PLUM, FIRE TULIP TREE.

xVolume

Extra volume, extra elasticity, extra lightness.

WITH BIODYNAMIC YARROW, ORGANIC GINGER, ETHICALLY-PRODUCED VIOLET RICE.

beCurly

Elasticity and moisturisation for structured, defined curls.

WITH BIODYNAMIC LIQUORICE, ORGANIC ST. JOHN'S WORT, ETHICALLY-PRODUCED ANDIROBA.

smooth+

It controls smoothness for clean, disciplined looks.

WITH BIODYNAMIC CARAWAY, ORGANIC ROSE, ETHICALLY-PRODUCED BURITI.



FREQUENT USE
HAIR & SCALP BATH
240 ml / 950 ml



FREQUENT USE
CONDITIONER
240 ml / 950 ml



PHYTOPROTEIN
MIST
160 ml



MOISTURIZING
HAIR BATH
240 ml / 950 ml



MOISTURIZING
HAIR MASK
150 ml / 500 ml



NO-RINSE
MOIST CONDITIONER
160 ml



COLOR PROTECTION
HAIR BATH
240 ml / 950 ml



COLOR PROTECTION
HAIR MASK
150 ml / 500 ml



COLOR PROTECTION
VEIL
160 ml



VOLUMIZING
HAIR BATH
240 ml / 950 ml



VOLUMIZING
ROOT SPRAY
160 ml



CURLY
HAIR BATH
240 ml / 950 ml



CURLY
HAIR MASK
150 ml / 500 ml



CURLY
POTION
240 ml



SMOOTHING
HAIR BATH
240 ml / 950 ml



SMOOTHING
CONDITIONER
240 ml / 950 ml



SMOOTHING
CREAM
150 ml



SMOOTHING
FLUID
100 ml



Frizz hair

Forget frizzy, dry and damaged hair. The Silk'n glow line leaves hair silky, soft and shiny.

silk'n glow

The Oway range which disciplines frizz and rebel hair. Rich, creamy formulas and nutrients that visibly improve your hair.

WITH BIODYNAMIC OAT, ORGANIC CUPUAÇU, ETHICALLY-PRODUCED BRAZIL NUT



SILK'N GLOW
HAIR BATH
240 ml / 500 ml



SILK'N GLOW
MASK
150 ml / 500 ml



SILK'N GLOW
SERUM
50 ml / 100 ml

Specific treatments for hair and scalp

SPECIFIC TREATMENTS FOR THE MOST COMMON HAIR AND SCALP IMBALANCES AND PROBLEMS.

A line of treatments that takes full advantage of the power of nature to bring to hair and scalp the active ingredients they need for their health and beauty.





“THE FIRST METHOD WHICH TAKES ADVANTAGE OF BIODYNAMIC, MICRONIZED AND 100% PURE PLANTS. PLANTS ARE TREATED USING A TECHNIQUE THAT DOES NOT ALTER THE PHYTOCOMPLEX DUE TO HEAT. FUNCTIONAL ACTIVE INGREDIENTS REMAIN INTACT UNTIL THE MOMENT OF THE MIXING. THESE PURE AND EFFECTIVE ACTIVE INGREDIENTS ARE AIMED AT PURIFYING, BALANCING AND FIGHTING REDNESS OF THE SCALP.”

Specific treatments for hair and scalp

rebalancing

Sebum normalising, rebalancing line for scalps with excess sebum.

WITH BIODYNAMIC SAGE, ORGANIC EUPHRASIA, ETHICALLY-PRODUCED TEAK AND MAHOGANY, BUGBANE.



soothing

Soothing, rebalancing action for sensitive scalps prone to reddening and irritation.

WITH BIODYNAMIC FENNEL AND HELI-CHRYSUM, ORGANIC AMARANTH, ETHICALLY-PRODUCED TEAK AND MAHOGANY, ZANTHOXYLUM.



purifying

Antibacterial, refreshing and normalising action for scalp and hair prone to dry and oily dandruff.

WITH BIODYNAMIC ROSEMARY AND THYME, ORGANIC WILLOW EXTRACT, ETHICAL TEAK AND MAHOGANY, BIOLIN, PURICOMPLEX, ALMETH.



hair-loss

Prevention and treatment of hair loss through strengthening of the hair follicle and oxygenation of the scalp.

WITH BIODYNAMIC PEPPERMINT, ORGANIC HORSECHESTNUT, ETHICAL TEAK AND MAHOGANY, STEM CELLS FROM BUDDLEJA DAVIDII, HAIR SPA COMPLEX, GREEN COFFE.





“THE DEEP REGENERATION PROGRAM WHICH RESTORES THE ESSENTIAL COMPONENTS TO DAMAGED AND IMPOVERISHED HAIR FIBRE THAT HAVE BEEN LOST DUE TO MECHANICAL (HAIR TONGS, AGGRESSIVE STYLING, ETC.), CHEMICAL (COLOURANTS, BLEACHING, PERMS AND AGGRESENTS), AND ENVIRONMENTAL AGGRESSIONS (POLLUTION, OXIDATIVE DAMAGE, ETC.)”

rebuilding

Deep reconstruction and strenghtening program for very damaged and weakened hair.

WITH BIODYNAMIC IRIS, ORGANIC BASIL, PHYTOKERATIN, CERAMIDES, MINERAL SALTS, ETHICAL TEAK AND MAHOGANY.



REBUILDING
SERUM
500 ml



CERAMIDES F
30 ml
nickel tested/preservative free



HYALOMINERALS
30 ml
nickel tested/preservative free



REBUILDING
HAIR BATH
240 ml / 950 ml



REBUILDING
HAIR MASK
150 ml / 500 ml

Styling

“THE NEW STYLING / DEFINING / FINISHING PRODUCTS OF THE OWAY LINE ARE BASED ON RESINS, WAXES, BUTTERS AND EMOLIENTS OF VEGETABLE ORIGIN. TO GUARANTEE PERFORMANCE, BUT ALSO NOURISHMENT AND PROTECTION FOR THE HAIR. ”



NECTARS, DROPS AND LOTIONS

☞ TO NOURISH AND RE-STRUCTURE YOUR HAIR, LEAVING IT LUSTROUS AND SEDUCTIVE.



GLAZE, SPRAYS AND HEAT PROTECTORS

☞ TO SET, SCULPT AND GIVE SUPPORT AND STRUCTURE.



PASTES, WAXES, MUDS AND CREAMS

☞ TO DEFINE, SEPARATE, SUPPORT AND TEXTURISE.

Styling & Finish

▲ **RELEASE YOUR CREATIVITY, FREE YOUR-SELF FROM: SLS/ SLES, PARABEN, PEG/PPG/BG, MINERAL OILS, ARTIFICIAL COLORANTS, EDTA, SYNTHETIC FRAGRANCES** ▲

A creative, versatile styling, defining and finishing system in order to give shape to all types of hair, fix hairstyles, style and prepare for cutting and drying.

It allows an infinity of styles and textures to be created going from soft hold to extra-strong hold with glossy, opaque and satin finishes.

The protective, nourishing formulas protect hair all through the day and create a barrier against humidity, maintaining the style for longer.

✍ WITH BIODYNAMIC MARRUBIUM, ORGANIC BLACK QUINOA, AAMLA, AND ETHICALLY-PRODUCED MARULA.



**GLOSSY
NECTAR**
50 ml / 160 ml



**BIO-RICH
WATER**
240 ml / 950 ml



**FLUX
POTION**
240 ml



**NURTURING
DROPS**
50 ml



**THERMAL STRESS
PROTECTOR**
240 ml



**SEA SALT
SPRAY**
240 ml



**SCULPTING
MIST**
240 ml / 950 ml



**GLAMSHINE
CLOUD**
1 00 ml



**BOHO
POMADE**
50 ml / 100 ml



**SHABBY
MUD**
50 ml / 100 ml



**PRECIOUS
WAX**
50 ml / 100 ml



**SHAPING
PUTTY**
50 ml / 100 ml



**FROZEN
GLAZE**
150 ml



**QUICK
GLUE**
100 ml

Bioglossary



BALANCE IS THE GOAL WE CONSTANTLY STRIVE FOR. WE DO NOT LAUNCH ANY PRODUCTS THAT DO NOT STRIKE THE BEST POSSIBLE BALANCE BETWEEN NATURAL FORMULAS AND HIGH LEVELS OF PERFORMANCE

➤ **BIODYNAMIC EXTRACTS**

Plants grown in accordance with the principles of harmony between man and nature: soil is not treated with pesticides, GMOs or chemical fertilisers but is nourished and fed with natural manures. This generates stronger

plants that are able to autonomously provide their own defences, and which supply ingredients of the highest quality which are loaded with healthy, effective active ingredients.

➤ **KM 0**

We grow a lot of our extracts on our hol-

ding Ortofficina, in the Bologna hills. As for extracts, which, due to climate and latitude, cannot be grown at Ortofficina, we buy them from certified growers all around the world.

➤ **ORGANIC EXTRACTS**

Extracts from certified organic farming

originating from certified crops, free from GMOs, pesticides or other chemical agents harmful to our health or the environment.

➤ **ETHICAL EXTRACTS**

We buy natural active ingredients from economically disadvantaged populations in order to sustain the

economies of developing populations.

➤ **BIOTECHNOLOGICAL EXTRACTS**

Nature + technology: we select and isolate components from plants in order to create new highly concentrated, dermocompatible active ingredients.

➤ **AROMATHERAPY ESSENTIAL OILS**

The product contain fragrances based on essential oils which discharge their healing properties on the body and psyche.

➤ **SLS/SLES FREE**

We choose not to use SODIUM LAURETH SULPHATE and SODIUM LAURYL SULPHATE in our products because they are considered aggressive surfactants and are potential irritants. In their place we use more delicate, safer cleansing agents.

➤ **NON-ETHOXYLATED SURFACTANTS**

In the specific curative line we use non-ethoxylated surfactants, in order to respect and safeguard sensitised scalps.

➤ **EDTA FREE**

EDTA are chemicals that are normally used as processing aids in the preservative system. In the oway are not used in 99% of the products because our preservative system is sufficient to ensure durability.

➤ **PARABEN FREE**

We have eliminated parabens, as controversial preservatives, from our formulas.

➤ **FREE FROM ARTIFICIAL COLOURANTS**

Our products are free from synthetic colourants.

➤ **PEG /PPG/BG FREE**

Our products are free from PEGs, chemical substances normally used as emulsifiers. We have eliminated PEGs/ PPGs/BGs from the entire Oway care, Oway treatments for scalp and hair and Oway Styling and finish.

➤ **WE SAY NO TO GENETICALLY MODIFIED PRODUCTS**

We only select products from plants grown according to

traditional, biodynamic and organic methods. None of our products contains genetically-modified ingredients.

➤ **SYNTHETIC PERFUME FREE**

Our products are free from synthetic fragrances, and is scented exclusively with essential oils deriving entirely from plants.

➤ **ECO-SPRAY NO GAS**

Oway spray products are propellant-free, for optimum results with minimum environmental impact.

➤ **PETROLATUM FREE**

Our Oway line contains no mineral oils (Paraffinum liquidum, Petrolatum, Paraffin, Iso-paraffin). Instead we use natural ingredients which have the same moisturizing properties but are safer both for consumers and salon specialists.

➤ **MATERIALS INFINITELY RECYCLABLE**

For our bottles and jars we use highly recyclable packaging in glass

and aluminium.

➤ **ECO-CERTIFIED PAPER LABELS**

High quality uncoated recycled papers with 60% pre-consumer fibre and 40% post-consumer FSC fibre.

➤ **CERTIFIED MATERIALS**

All our marketing and promotional materials are made out of eco-sustainable materials. Our brochures are made out of recycled or FSC paper and the displays are made of wood, recycled cardboard or other hardwearing material.





Find out more at **oway.it**

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