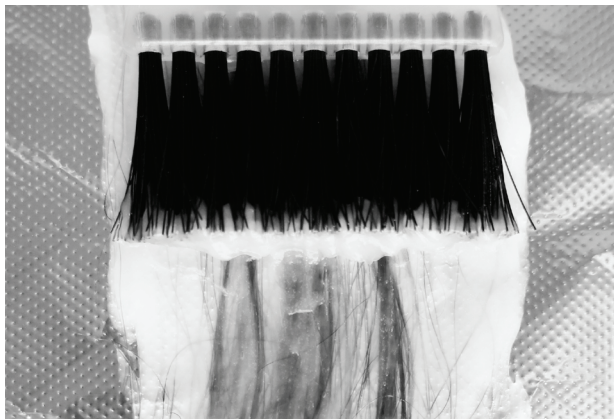


# O WAY rebuilding, RECONSTRUCTION WORKSHOP FOR DAMAGED, WEAK AND BRITTLE HAIR



# **O** **WAY rebuilding** **IS THE METHOD THAT** **REBUILDS HAIR THAT IS** **DAMAGED DUE TO:**

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REPEATED CHEMICAL TREATMENTS



MECHANICAL STRESSES



ENVIRONMENTAL AGGRESSIONS



THERMAL INSTRUMENTS

**THE HAIR IS DULL, HAS ROUGH AND POROUS STRUCTURES, REDUCED DURATION OF THE COLOUR, LACK OF ELASTICITY**

AT THIS LEVEL OF DAMAGE, IT IS NOT ENOUGH TO ACT JUST ON THE SURFACE OF THE HAIR; THIS ACTION MUST BE COMBINED WITH PROFESSIONAL TREATMENTS THAT CAN RESTORE THE HAIR SUBSTANCE.



# WAY rebuilding

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## WITH FRIENDLY INGREDIENTS:

18 BIOMIMETIC AMINO ACIDS, HYALOMINERALS COMPLEX (TRACE MINERALS + HYALURONIC ACID), CERAMIDES F COMPLEX (CERAMIDES + VITAMIN F FORTE) / “ZERO MILE” BIODYNAMIC ACTIVE PRINCIPLES / BIODYNAMIC AND BOTANICAL ESSENTIAL OILS / ORGANIC EXTRACTS / PHYTO-DERIVED INGREDIENTS / CONDITIONERS AND EMOLLIENTS OF NATURAL ORIGIN / ACTIVE INGREDIENTS FROM FAIR-TRADE MARKETPLACES

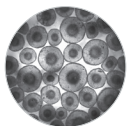
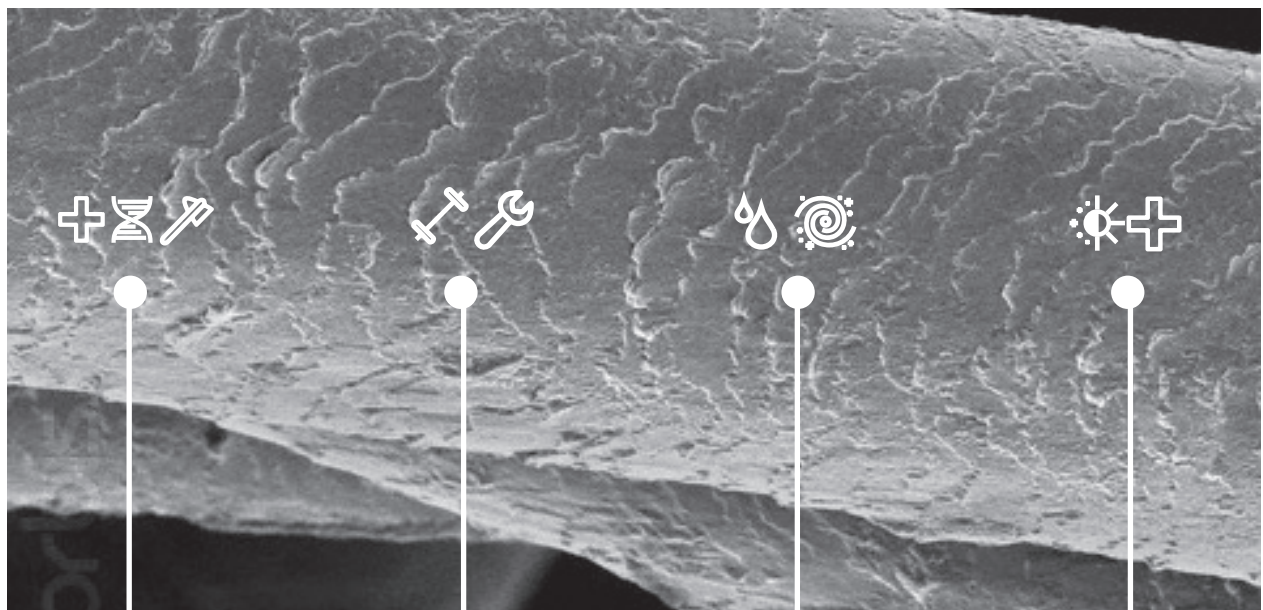


## WITHOUT UNFRIENDLY INGREDIENTS:

SLS/SLES / PARABENS / SYNTHETIC FRAGRANCES / ARTIFICIAL COLOURANTS / PEG-PPG-BG / GMOs / PETROLATUM / PHTHALATES / EDTA

# WHICH ARE THE CONSTITUENTS OF HAIR?

**rebuilding** IS THE OW METHOD TO REBUILD DAMAGED HAIR THAT HAS LOST ITS CONSTITUENTS



## PROTEINS

THE MAIN ONE IS KERATIN, WHICH IS MADE UP OF 18 TYPES OF AMINO ACIDS

REGENERATED FROM:



rebuilding serum  
rebuilding hair bath  
rebuilding hair mask



## OLIGOELEMENTS

IRON, ZINC, COPPER  
SELENIUM  
MAGNESIUM

REGENERATED FROM:



hyalominerals



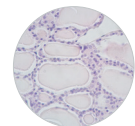
## WATER

THE HAIR HAS SOME RESERVES AND ABSORBS IT FROM THE SURROUNDING ENVIRONMENT

REGENERATED FROM:



hyalominerals  
rebuilding hair bath  
rebuilding hair mask



## LIPID RESERVES

THE MAIN LIPIDS ARE FREE FATTY ACIDS

REGENERATED FROM:



ceramides F  
rebuilding hair bath  
rebuilding hair mask



# WAY rebuilding

## 1 SYSTEM, 8 BENEFITS

A REBUILDING METHOD THAT ACTS ON ALL THE NEEDS  
OF DAMAGED HAIR, OFFERING EIGHT BENEFITS



**SHINE**



**ELASTICITY**



**HYDRATION**



**REMINERALISATION**



**BODY AND  
STRUCTURE**



**CUTICLE  
REPAIR**



**STRENGTH AND  
ENERGY**



**RESISTANCE  
TO BREAKAGE**

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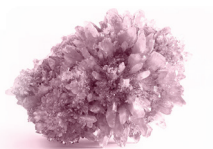
# THE SPECIALISTS IN HAIR REPAIR

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## PHYTOKERATIN™ Complex

18 BIOMIMETIC AMINO ACIDS. "INTRA-CELLULAR CEMENT" FOR THE CUTICLE AND CORTEX: THEY REFILL AND RE-COMPACT KERATIN CHAINS, CREATING A CONTINUOUS, COHESIVE STRUCTURE.



## HYALOMINERALS Complex

A CONCENTRATE OF 5 TRACE MINERALS (IRON, MAGNESIUM, ZINC, COPPER AND SILICON) AND HYALURONIC ACID WITH LOW MOLECULAR WEIGHT, WHICH MOISTURIZES, STRENGTHENS AND REMINERALISES THE HAIR STRUCTURE.



## CERAMIDES F Complex

A COMPLEX OF CERAMIDES 3 + VITAMIN F FORTE THAT ACTS ON THE HAIR LIPID BARRIER, REBUILDING AND RECOMPACTING THE CUTICLE, WHICH LOOKS BRIGHTER AND MORE ELASTIC.



## PRODEW 500®

A COMPLEX OF PROTEINS, SODIUM PCA AND ARGININE, THAT GIVES RADIANCE AND HYDRATION TO THE HAIR FIBRE, CONTRIBUTES TO THE RESTORATION OF THE LIPID BARRIER AND HELPS THE COLOUR LAST LONGER.



## Oligosaccharides from SUGAR CANE

THEY ESTABLISH BONDS WITH THE HAIR MOLECULES, HELPING THEM RETAIN MOISTURE. THANKS TO THEIR QUATERNARY STRUCTURE, THEY ARE ALSO RESISTANT TO CLEANING PRODUCTS.



## AMAZONIAN BLEND

AN AMAZONIAN BABASSU OIL AND MURUMURU BUTTER COMPLEX. THESE TWO ACTIVE INGREDIENTS HAVE AN EXTRAORDINARY BRIGHTENING AND PROTECTIVE POWER FOR THE CUTICLE.



## Extract of BIODYNAMIC IRIS

A FLOWER RICH IN PHYTOESTROGENS WITH TONING, REINVIGORATING PROPERTIES FOR LIFELESS, DULL HAIR. THE PRESENCE OF RHIZOMES FAVOURS CELL RENEWAL AND REGENERATION.



## Essential Oil of BIODYNAMIC LAVENDER

REGENERATING AND REBALANCING FOR THE SCALP, HAIR AND BODY IN GENERAL. PERFORMS REFRESHING, TONING AND SOOTHING ACTIONS ON SCALP AND HAIR. ITS AROMATHERAPEUTIC FRAGRANCE INDUCES RELAXATION AND TRANQUILLITY.



## ORGANIC BASIL extract and BASIL Essential Oil

IT GIVES NUTRITION, MOISTURE AND RADIANCE TO HAIR FIBRES. IT CARRIES OUT A TONING AND STRENGTHENING ACTION ON WEAK HAIR. THE EXTRACT OF BASIL IS RESTORATIVE, REFRESHING AND PROMOTES PHYSICAL AND MENTAL RELAXATION.



## Extracts of ETHICAL TEAK & MAHOGANY

TEAK EXTRACT IS OFTEN USED IN AYURVEDIC MEDICINE TO STRENGTHEN HAIR STRUCTURE AND ALSO FOR ITS ANTIBACTERIAL PROPERTIES. MAHOGANY IS A PLANT OFTEN USED IN TRADITIONAL AFRICAN MEDICINE FOR ITS PRESTIGIOUS QUALITIES.



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# HAIR FIBRE REPAIR CYCLE

---

1

## **PROFESSIONAL DIAGNOSIS OF THE HAIR AND CREATION OF THE CUSTOMISED PATH**

TO BE PERFORMED WITH THE AID OF TRICHO-ANALYZER  
AND OF THE OW REBUILDING APPLICATION SHEET

2

## **INTENSIVE TREATMENT**

WITH THE CARRYING AND PROTEIN REBUILDING SE-  
RUM, TO WHICH HYALOMINERALS AND/OR CERAMIDES  
F ARE ADDED, DEPENDING ON THE DIAGNOSIS CON-  
DUCTED IN STEP 1

3

## **SPECIAL CLEANSING AND CONDITIONING**

DELICATE WASHING BASED ON AMINO ACIDS WITH RE-  
BUILDING HAIR BATH AND DOUBLE PROTEIN-LIPID IN-  
TEGRATION WITH REBUILDING HAIR MASK

4

## **GUIDANCE ON PRODUCTS FOR MAINTENANCE AT HOME**

MAINTENANCE TREATMENTS TO CONSOLIDATE AND MAIN-  
TAIN THE RESULTS OBTAINED AT THE SALON

# 1

## PROFESSIONAL DIAGNOSIS OF THE HAIR AND CREATION OF THE CUSTOMISED PATH

### ACTION:

**The first step is the analysis of the type of hair, for which it is advisable to resort to the scientific support of TRICHO-ANALYZER.**

⊕ Once the hair problem has been identified, it is necessary to check the OW rebuilding application sheet in order to identify the customised path.

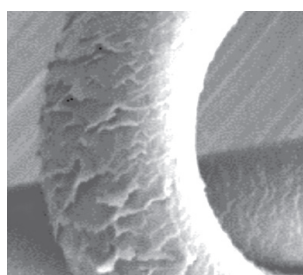


### TECHNOLOGY:



#### IMAGE OF THE STATE OF HEALTH OF THE HAIR

By means of video technology, TRICHO-ANALYZER gives support to the hairdresser in the hair analysis, thanks to the adjustable magnification up to 200X and the high-resolution LCD monitor.



#### IDENTIFICATION OF THE TYPE OF HAIR AND PROBLEM

By using the visual-tactile analysis and TRICHO-ANALYZER, the hairdresser is able to identify the state of the hair and to precisely define the problem, showing if the hair is damaged, lacking moisturizing or if it has a combination of both problems.



#### SHARING THE DIAGNOSIS WITH YOUR CLIENT

It is very important for the hairdresser to share the trichological analysis with clients, showing the hair state of health to them by means of the TRICHO-ANALYZER monitor. In this way, clients will be more motivated to start the treatment.



#### CHECKING THE OW REBUILDING SHEET

In addition to the data obtained through the analysis with TRICHO-ANALYZER, the hairdresser analyses the state and the length of the hair. The hairdresser checks the OW rebuilding application sheet and identifies the custom-made path according to the client's specific requirements.



# 2

## INTENSIVE TREATMENT rebuilding serum

### ACTION:

### Protein fluid base for hair reconstruction

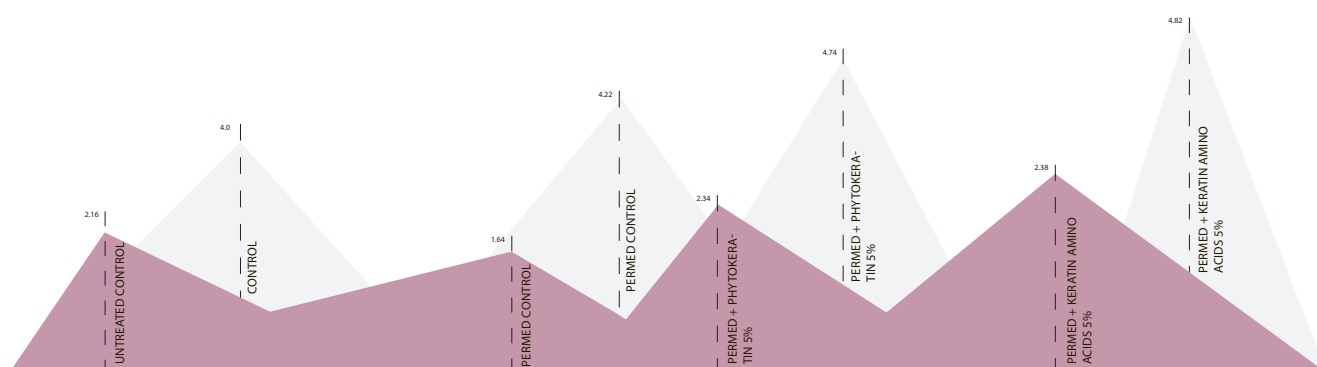
- ⊕ Repairs the keratin chains inside the hair fiber.
- ⊕ Supplies amino acids to cuticle and cortex.

☞ Mix **rebuilding serum** with the concentrates of **hyalominerals** and/or **ceramides F** depending on the personalised diagnosis. Apply on dry hair. Leave in place for 10 minutes. Rinse.



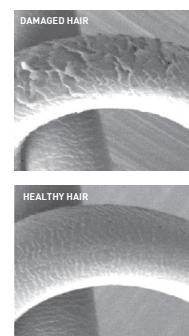
### TECHNOLOGY:

ELASTICITY  
RESISTANCE TO BREAKAGE



### PHYTOKERATIN™

- ⊕ A complex of 18 biomimetic amino acids with low molecular weight, which exactly reproduce the hair keratin structure, and "Intracellular cement" for the cuticle and cortex: they refill and recompact keratin chains, creating a continuous, cohesive structure.
- ⊕ The hair is kept more moisturized; all the hair acquires body and shine.
- ⊕ Increase in the amino acids on the hair, for a healthier appearance. PHYTOKERATIN™ penetrates deep down the keratin chains of the hair, with excellent absorption.



# 2

## INTENSIVE TREATMENT hyalominerals

### ACTION:

### Repairing and moisturizing concentrates

- ⊕ The concentrate of 5 Mineral Salts (iron, magnesium, zinc, copper and silicon) obtained from yeast remineralises and reinforces the hair structure.
- ⊕ Hyaluronic Acid helps hair capture and preserve water. Hair becomes softer and better moisturized.

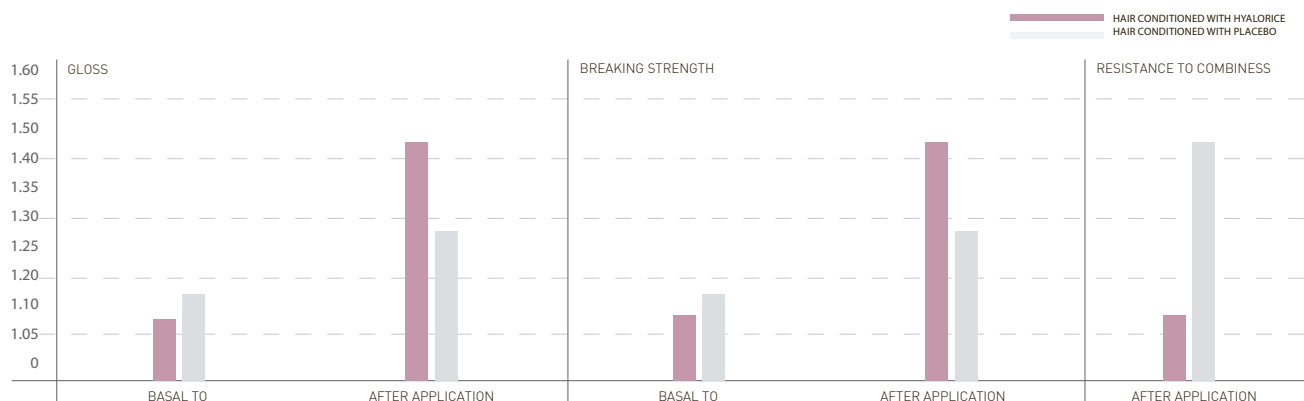
✎ Mix **rebuilding serum** with the concentrates of **hyalominerals** and/or **ceramides F** depending on the personalised diagnosis. Apply on dry hair. Leave in place for 10 minutes. Rinse.



**REVOLUTIONARY MULTIFUNCTION (HAIR + SKIN):**  
The Hyalominerals concentrate gives deep moisturizing, radiance and remineralisation also to the skin of the face and/or the hands. Apply to your client's hands at the salon.



### TECHNOLOGY:

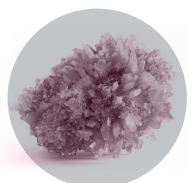


### HYALURONIC ACID

- ⊕ Hyaluronic Acid acts with cationic technology, knocking down the negative, thus electrostatic, charge of the hair.
- ⊕ The molecules, formulated with low pH, create a positive charge on the surface of the hair that eliminates the electrostatic charge, closes the cuticles and leaves hair silky and velvety.
- ⊕ When Hyaluronic Acid binds to the hair, it allows the hair to store large amounts of water, which is retained thanks to the firmness of the cuticles.

### TRACE MINERALS

- ⊕ Trace minerals (Iron, Magnesium, Zinc, Copper and Silicon) restore the correct activity of the germinal cells of the hair matrix, and strengthen and reinvigorate the hair. ⊕ They also help the 18 rebuilding serum amino acids penetrate the hair.





# 2

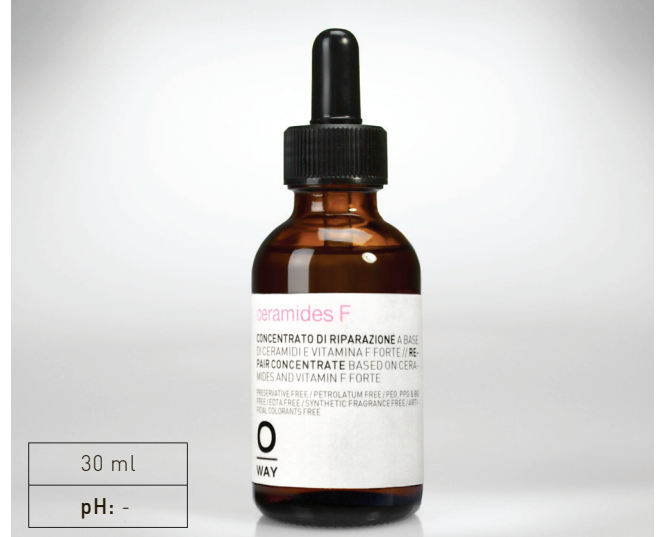
## INTENSIVE TREATMENT ceramides F

### ACTION:

### Repairing, protecting and shining concentrates

- ⊕ It restores the hair lipid components. It creates a protective layer around the cuticle to protect it against external chemical, mechanical and climatic aggressions.
- ⊕ Increase in the structure, elasticity and resistance.

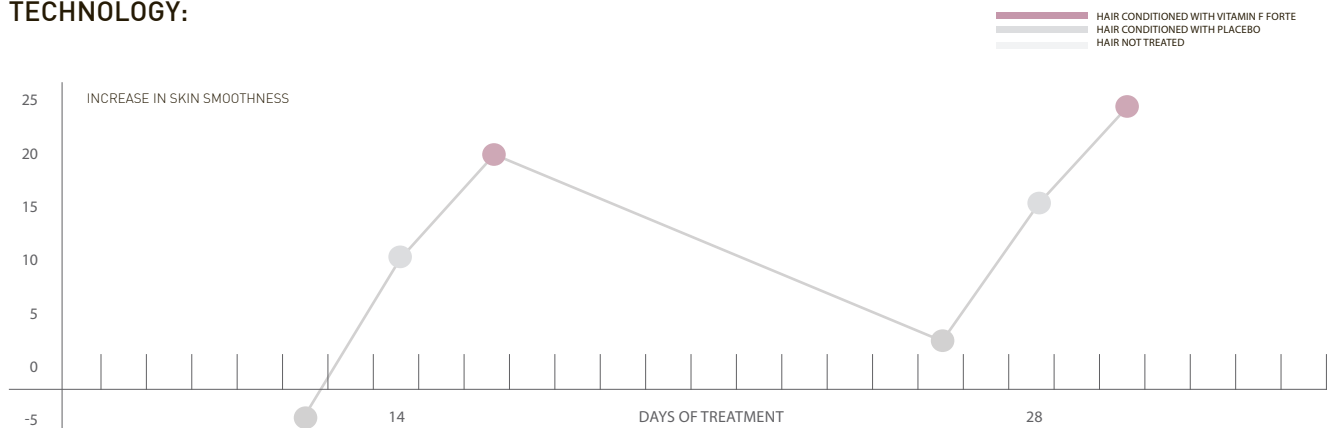
✎ Mix **rebuilding serum** with the concentrates of **hyalominerals** and/or **ceramides F** depending on the personalised diagnosis. Apply on dry hair. Leave in place for 10 minutes. Rinse.



**REVOLUTIONARY MULTIFUNCTION (HAIR + SKIN):** The CERAMIDES F concentrate can also be used on the skin of the face and/or the hands for extra nourishment, softness and protection. Ideal for very dry skins and skins that are dry for lack of fats.



### TECHNOLOGY:



### VITAMIN F FORTE

- ⊕ It helps maintaining the lipid barrier that has been restored.
- ⊕ Vitamin F Forte consists in essential fatty acids derived from Safflower Oil, which contains up to 70%-80% of Linoleic Acid and Linolenic Acid which is essential for the integrity of the lipid part of the hair.
- ⊕ It also contains Tocopherol, a lipid antioxidant that helps preserving the extracellular matrix.

### CERAMIDES

- ⊕ Ceramides are lipids that fill the empty spaces in the external cuticle of hair.
- ⊕ Thanks to the solubilisation process, which makes ceramides bioavailable, they penetrate the lipid barrier and regenerate it.
- ⊕ Thanks to the regeneration of the lipid barrier, loss of water decreases, and hair becomes more moisturized.



# 2

## INTENSIVE TREATMENT

### ACTION:

**Based on the diagnosis conducted in step 1, the intensive phase begins, mixing rebuilding serum with the hyalominerals and/or ceramides F concentrates.**

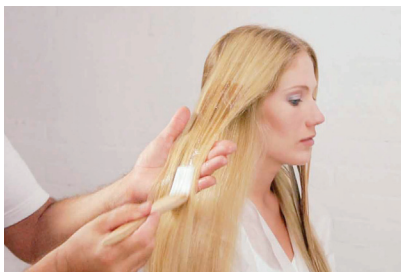
⊕ For the micronisation and better penetration of the active ingredients inside the hair fibre, use **Infrared Hair Remedy** during this phase.



### ACTION OF THE INFRARED AND ULTRASOUND IRON

- The Infrared Hair Remedy is an innovative ultrasound and infrared iron for the hair regenerating treatment. It closes the scales, thickens the cuticle layers of hair, and repairs hair tissues. It prevents split ends, keeps hair more elastic and preserves its colour over time.

### TECHNOLOGY:



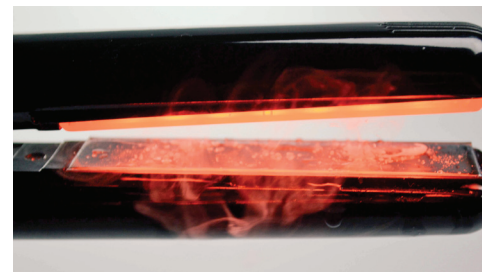
#### PREPARE THE MIXTURE AND APPLY

- Mix the **rebuilding serum** with the pure concentrates of **ceramides F** and/or **hyalominerals**. Apply on dry hair lock by lock with the brush, massage with the hands with upward movements for better absorption.



#### APPLY THE INFRARED HAIR REMEDY

- at the same time apply the Infrared Hair Remedy lock by lock on the entire head first one side and then the other. Leave in place for about 10 minutes (do not place under a heat source) and rinse thoroughly.



#### PROGRESS MADE DURING THE TREATMENT

- In the field of hair care, infrared rays are used to treat damaged hair tissue. Heating is produced by the electromagnetic vibrations of the infrared ray, which is not harmful. Ultrasounds are exceptional carrying agents that optimize any treatment (cold technology).



# 3

## SPECIAL CLEANSING rebuilding hair bath

### ACTION:

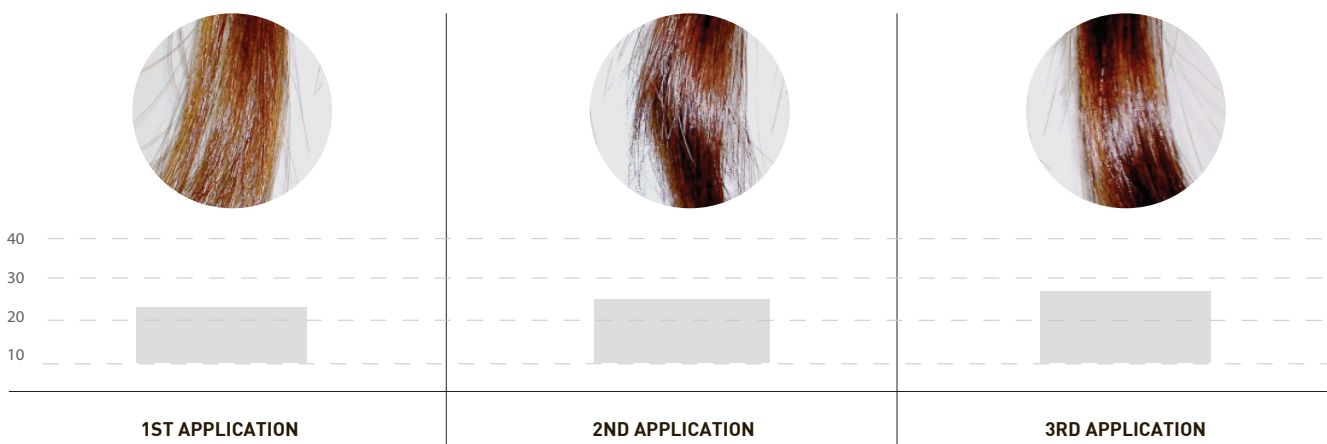
#### Rebuilding bath for damaged hair

- ⊕ To complete the rebuilding treatment, it is necessary to conclude the application phase with rebuilding hair bath and rebuilding hair mask.
- ⊕ Hair stores and preserves more moisture and more softness.

👉 Apply to wet hair, massage in and rinse. Repeat if necessary.



### TECHNOLOGY:



### PRODEW 500®

⊕ A cocktail of amino acids + SODIUM PCA and Arginine. The amino acid mix rebuilds the protein chains of which the CMC (Cell Membrane Complex) is made. SODIUM PCA nourishes and conditions the hair, making colour last longer. Arginine binds to the acidic groups present in the hair, allowing SODIUM PCA to penetrate and to be active for all the desired pH levels.

### SUGAR CANE OLIGOSACCHARIDES

⊕ Thanks to their unique quaternary structure, Oligosaccharides create bonds with the molecules found in the hair, helping them retain moisture and resisting to aggressive cleansing products.



3

## SPECIAL CONDITIONING

### rebuilding hair mask

#### ACTION:

### Plumping mask for damaged hair

- ⊕ It restores protein material to the hair, nourishing, repairing and sealing the cuticle.
- ⊕ Soft, moisturized hair, perfectly rebuilt from the inside.

👉 Apply to damp hair. Spread evenly and leave on for 5-10 minutes. Rinse.



#### TECHNOLOGY:

##### PRODEW 500®

- ⊕ A cocktail of amino acids + SODIUM PCA and Arginine.
- ⊕ The amino acid mix rebuilds the protein chains of which the CMC (Cell Membrane Complex) is made.
- ⊕ SODIUM PCA nourishes and conditions the hair, making colour last longer.
- ⊕ Arginine binds to the acidic groups present in the hair, allowing SODIUM PCA to penetrate and to be active for all the desired pH levels.



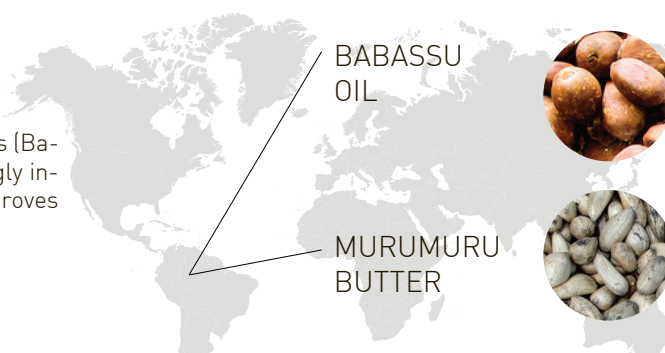
##### SUGAR CANE OLIGOSACCHARIDES

- ⊕ Thanks to their unique quaternary structure, Oligosaccharides create bonds with the molecules found in the hair, helping them retain moisture and resisting to aggressive cleansing products.



##### AMAZONIAN BLEND

- ⊕ An exclusive complex of Amazonian butters and oils (Babassu Oil and Murumuru Butter) in order to staggeringly increase the hair's shine. A progressive action, which improves as the treatments go on.



# 4

## GUIDANCE ON PRODUCTS FOR MAINTENANCE AT HOME

### ACTION:

To obtain truly complete hair rebuilding, it is very important for the client to continue the maintenance at home between one salon session and the following one. In this way, it is possible to continue with the protein-lipid contribution to the hair also at home, for a deeply effective synergistic result.





# TOOLS



## MIRROR CARDS PM0177 EN

An idea that helps hairdressers propose the OW specific services for scalp and hair to their clients. Seven electrostatic cards (one for each treatment), to be repeatedly attached and detached on the mirror of the treatment station or on the showcase. This allows the hairstylist to promote different services depending on the season and repeat cyclically promotions. Made of PEFC, 100% recyclable.



## OW REBUILDING APPLICATION SHEET PM0180 EN

An application sheet that guides hairdressers in the identification of the treatment path after carrying out the diagnosis with the TRICHO-ANALYZER video technology.



## WOODEN APPLICATION KIT PM0098

A perfect complement for the line gestures. Kit consisting of bowl, spatula, small spoon and brush made of natural beechwood, to be used for mixing and applying the treatments. Contained in a recycled cotton bag, which is to be used for storing the kit. A functional item that also furnishes the salon.



THIS SALON HAS A SPECIALISED CONSULTANT FOR THE TREATMENT AND HEALTH OF SCALP AND HAIR



A FREE PROFESSIONAL DIAGNOSIS JUST FOR YOU

oway.it

## AFFICHE OW DIAGNOSIS AFFICHE11 EN

Affiche made with 200 g paper that invites customers in a direct and immediate way to enter the salon to receive a personalised diagnosis with specialised tools and thus be able to test the effectiveness of the specific OW services for the treatment of skin and hair problems.



## OW RAW PAPER BAG PM0148

Eye-catching and functional, the mini-bags in recycled paper are reminiscent of the bakery bags used by Parisian "boulangeries", and are ideal for packaging OW products for retail customers. Can also be used to display the salon's products at the reception desk and on shelves.