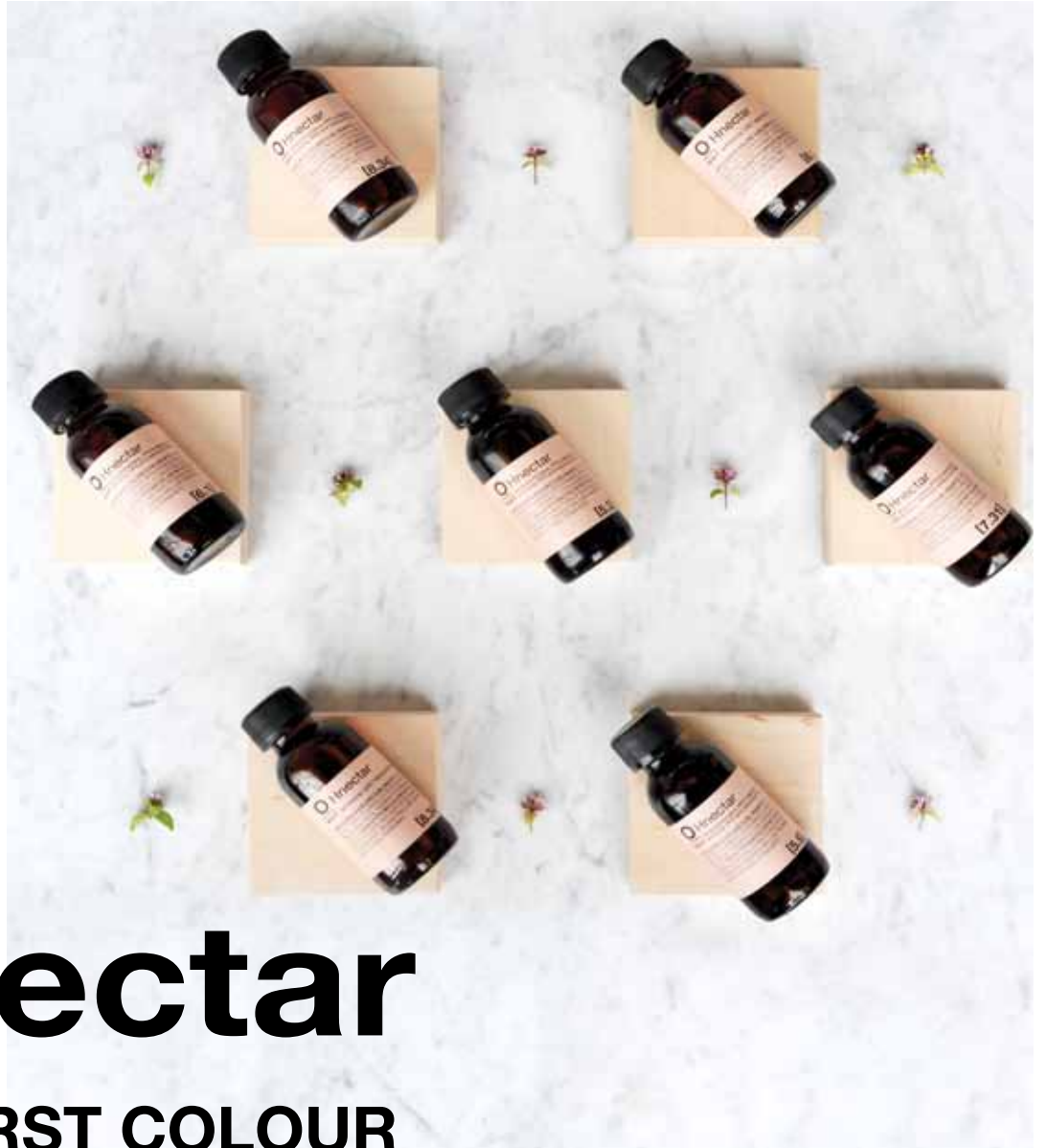




O
WAY

Hnectar ammonia free
PPD & resorcinol free
alcohol & mineral oils free

Color infusion + Hair replumping



Hnectar

THE FIRST COLOUR INFUSION WITH INTEGRATED HAIR REPLUMPING

Beneficial plant
alchemies
combine
with the purity
of “being without”

+ with:

- biodynamic ingredients
- organic ingredients
- phyto-derived ingredients
- rebuilding proteins
- fair-trade active ingredients
- ecological packaging

- without:

- ammonia
- paraphenylenediamine
- resorcinol
- mineral oils
- alcohol
- fragrance

HAIR ALWAYS MORE REGENERATED THANKS TO THE REPLUMPING NECTARS

BIODYNAMIC ELDERBERRY NECTAR brightening and revitalising.



- An original plant of Europe, Asia and America, the elder tree were considered sacred and magic • In hair cosmetics, elderberry substances make the hair bright and shiny and are consequently ideal remedies for dull and lifeless hair

ORGANIC MALLOW NECTAR soothing, refreshing and de-sensitising.



- Its polysaccharide-rich mucilage content gives mallow a soothing, anti-inflammatory and softening function • Excellent for sensitive skins as it reduces their proneness to irritation and has a decongesting and anti-inflammatory action

PAPAMIEL NECTAR nourishing, regenerating and revitalising.



- Papamiel is a small shrub of tropical origin. When the sun rises its corollas act as energy transformers and synthesise a few drops of a precious concentrated fluid made up of a mixture of sugars, vitamins and amino acids • Through the high concentration of sugars (sucrose, fructose and glucose), it favours hydration and provides unique comfort. Through its content of minerals, amino acids, vitamins and essential oils, it revives the hair making it soft and shiny

FAIR-TRADE YERBA MATE anti-oxidant and anti-radical.



- Otherwise known as the 'green gold' or simply maté, its infusion has for many centuries been used by the tribes of Paraguay, Uruguay and Argentina as an elixir of life, health and vitality • Scientific studies confirmed that Maté is a real 'sweeper' of free radicals that are responsible for cell oxidation and ageing • It protects the hair against oxidative and endogenous stresses and retains cell vitality and prevents their aging

COTTON PROTEINS invigorating and restorative.

- They have a substance giving action, conferring body and structure to the hair
- They prevent drying out and perform repair and restoring actions on the hair fibre
- Softening and nourishing





THE FIRST COLOR INFUSION WITH INTEGRATED HAIR REPLUMPING

TARGET CUSTOMERS

- **For customers preferring a delicate colour infusion with extremely natural results,** to conventional dyes, for hair to be bright and silky.
- **Also recommended for customers with sensitised and embrittled hair,** through its highly progressive restructuring action.
- **For extremely bright and rejuvenating camouflage coverage, that attenuates face features,** for the customer's complexion to regain its natural luminosity.
- **Its ammonia-free, paraphenylenediamine-free resorcinol-free formula makes Hnectar a highly tolerable hair colour.**

**FORGET THE
TRADITIONAL
CONCEPT
OF COLOUR
AND ENTER
INTO THE
COSMETIC
FUTURE**



**A NEW COSMETIC
CONCEPT:
HYBRIDATION.**

COLOURING +
REINVIGORATING TREATMENT.
HAIR REPLUMPING + IMAGE
REJUVENATION.



**ABSOLUTE SCALP
COMFORT.
HAIR ALWAYS MORE
REGENERATED
THANKS TO THE
REPLUMPING NECTARS**



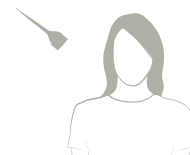
**THE NECTAR: an infusion
improving hair softness
and brightness**

A voluptuous colouring nectar that takes advantage of the ability of sugars to increase cell hydration and slows down the ageing process.

Through affinity with the hair cells, green sugars (sucrose, glucose and fructose) contained in the nectar complex (biodynamic Elderberry, organic Mallow and Papamiel) are able to capture water molecules for them to fill in areas without hydration and be 'stowed' in reserves thereby favouring long-term softness, shininess and youth of the hair.

**THE RESULT IS INCREDIBLY BRIGHT,
SILKY AND REGENERATED HAIR.**

Use:



TYPE/HAIR	RECOMMENDED VOLUME	MIX	APPLICATION*
COLOURED HAIR (WITH ROOT REGROWTH)		1:1	Apply on the roots (processing time 15/20 min.) and proceed on the full hair length (processing time 10/15 min.) Total processing time: 30 min.
VIRGIN HAIR		1:1	Apply on the full hair length and let it set for 10 minutes (use higher levels of Hcatalyst). Prepare again the product and distribute it on the roots (use lower levels of Hcatalyst). Processing time 25-30 minutes. Total processing time: 35-40 minutes
GREY-HAIR CAMOUFLAGE		1:1	Choose Hcatalyst at 20/30/40 vol. depending on the required level of coverage and brightening. Start from roots and let it set for 20 minutes then spread along the hair length and tips for an additional 10-15 min. processing time.
TONALIZING AFTER BLEACHING AND MÈCHES		1:1	Choose the activator according to the specific analysis of the case studies, by open monitoring. Let colour set for some minutes and check the colouring level by visual inspection.
tone ON TONE		1:1	Apply on hair and let dye set for 30 minutes.



RINSING

At the end of the setting time, pour on hair a small amount of lukewarm water, emulsify the remaining dyeing mixture and spread it evenly with a non-metal comb. Wait for some time, then rinse again with lukewarm water until water dripping from the hair is clear. Apply Hbalance shampoo and condition with Hbalance mask on the full hair.

* It is recommended to distribute the product evenly on the hair. Avoid using an excessive amount.

Up to 30% of white hair, apply the desired shade.

Over 30% of white hair, apply the desired colour in a mixture with a (natural) base colour of the same hair colour levels, in a proportion of 1/2 + 1/2. Please note that an increase in the percentage of the (natural) base colour typically decreases the highlights.

Hnectar

BY TOUCHING THE HAIR
WITH YOUR HAND,
YOU WILL FEEL A TOTALLY
REGENERATED, NOURISHED
HAIR WITH SURPRISING
BRIGHTNESS.



Find out more on oway.it

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