

OW With you

The **Organic Way** collection dedicated to those who travel, play sports and always love to take their favourite products everywhere with them.



18 new sizes:

versatile, convenient, travel, the perfect travel companion at the service of beauty and well-being.



Organic Way has selected treatments to respond to a wide range of cleansing, hair conditioning and styling, scalp care and body cleansing and hydration needs, giving life to the new and original **OW with you.**

A new opportunity for the salon, to boost resale, offering customers new possibilities. The travel sizes are in high demand by those who travel often for work, go on vacation, play sports, but not only. Special sizes, same performance as always: the new allies that solve issues of space and beauty needs in one fell swoop.

The collection:

dailyAct

WITH BIODYNAMIC LEMON, ORGANIC WHITE TEA, ETHICAL ANISATA

frequent use hair & scalp bath

FREQUENT USE HAIR AND SCALP BATH

50 ml

frequent use conditioner

FREQUENT USE CONDITIONER

50 ml



colorUp

WITH BIODYNAMIC RED VINE, ORGANIC GOJI BERRIES, ETHICAL KAKADU PLUM

color protection hair bath

COLOUR PROTECTION HAIR BATH

50 ml

color protection hair mask

COLOUR PROTECTION MASK

50 ml



moisturizing

WITH BIODYNAMIC HAZEL, ORGANIC HONEY, ETHICAL MURUMURU

moisturizing hair bath

MOISTURISING HAIR BATH

50 ml

moisturizing hair mask

MOISTURISING MASK

50 ml



beCurly

WITH BIODYNAMIC LIQUORICE, ORGANIC HYPERICUM AND ETHICAL ANDIROBA

curly hair bath

CURLY HAIR BATH 50 ml

curly hair mask

CURLY HAIR MASK 50 ml

curly potion

CURLY LOTION 30 ml



silk'n glow

WITH BIODYNAMIC OATMEAL, ORGANIC CUPUAÇU AND ETHICAL BRAZILIAN WALNUT

silk'n glow hair bath

ANTI-FRIZZ SHINING HAIR BATH 50 ml

silk'n glow hair mask

ANTI-FRIZZ SHINING HAIR MASK 50 ml

silk'n glow serum

ANTI-FRIZZ SERUM 30 ml



beauty

PRECIOUS COSMETIC FORMULATIONS FOR THE BODY CERTIFIED BY NATRUE



detox body bath

DETOXIFYING SHOWER GEL 50 ml

velvet body fluid

NOURISHING BODY FLUID 50 ml

fabulous body oil

BODY OIL-ELIXIR 25 ml



soothing

WITH BIODYNAMIC FENNEL, ORGANIC AMARANTH, ETHICAL TEAK AND MAHOGANY

soothing hair bath

SENSITIVE SCALP

SOOTHING BATH

50 ml



rebalancing

WITH BIODYNAMIC SAGE, ORGANIC EUPHRASIA, ETHICAL TEAK AND MAHOGANY

sebum balance hair bath

NORMALIZING BATH

FOR OILY SCALP AND HAIR

50 ml



styling

WITH BIODYNAMIC MARRUBIUM, ORGANIC BLACK QUINOA, AAMLA AND ETHICAL MARULA

glossy nectar

REBUILDING OIL

30 ml



OW with you pocket bag



Specifically designed to hold the new **Organic Way** sizes. **Made entirely in Italy, 100% cotton, with black metal zipper.**

It's the perfect size to easily hold the **OW with you** products, making the **pocket bag** ideal for all types of suitcase or handbag.



OW With You Expo Retail

Display stand made of light birch wood to display **OW With You** at the salon.
Perfect size to hold the products to be displayed for resale.
Complete with slots for tubes and bottles, OW With You leaflet and OW With You pocket bag.

OW With You Leaflet

Leaflet to communicate the presence of **OW With You** in the salon. Invite customers to select their favourite products. It can also be used by the hair stylist to indicate the products recommended to the customer, in this way offering a valid beauty diagnosis and a memo for purchases.