



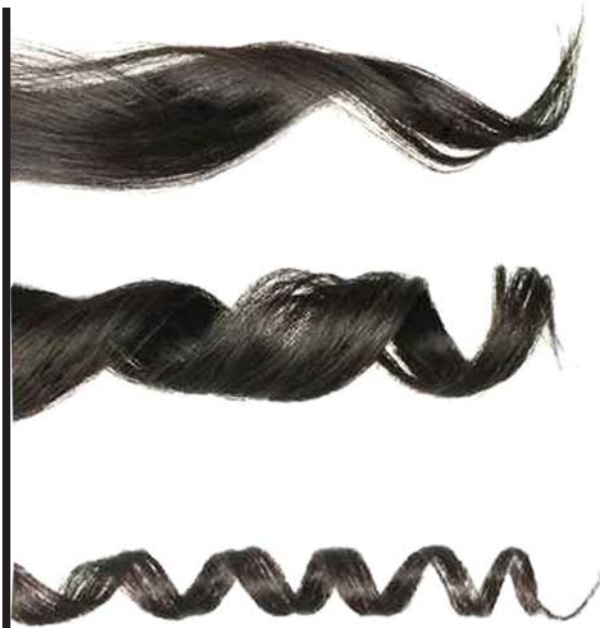
O

WAY

Owave

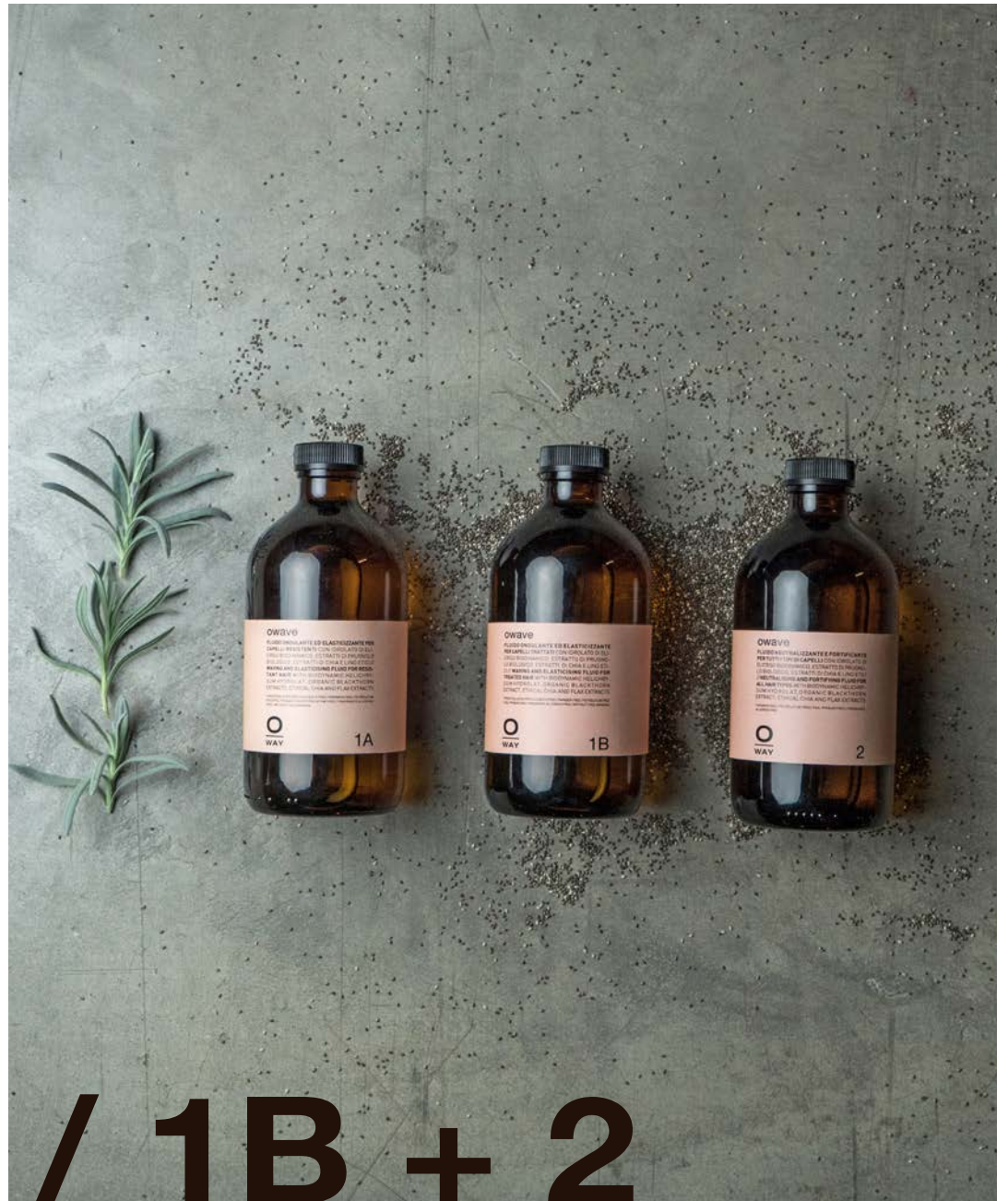
Permanent waving system with biodynamic Helichrysum hydrolat, organic Blackthorn extract and ethical Chia and Flax extracts.





Owave

**OWAVE IS THE PERMANENT
WAVING SYSTEM DESIGNED
TO GIVE SUPPORT, VOLUME,
MOVEMENT AND SHAPE
TO THE HAIR.**



1A / 1B + 2

OWAVE is customizable to give shape to every desire.

A complete method to create each wave. You can create sensual beach waves for a naturally way effect, give support and motion for long-lasting way looks, or create elastic and defined spiral curls for a bold and dynamic look.



Biodynamic Helichrysum Hydrolat

- Helichrysum is a natural, emollient and protective active ingredient that helps hair stay hydrated and retain nutrition during the waving treatment.
- It prevents dehydration and gives flexibility to hair fibers. In addition, its properties fight free radicals for an anti-ageing action.



Ethical Chia and Flax Extracts

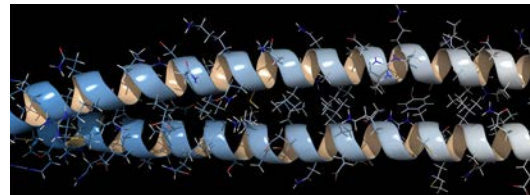
- An active ingredient with the powerful combination of Polysaccharides obtained from Flax and Chia.
- Thanks to its bio-adhesive properties, this complex adheres to hair fibre, wrapping hair in a film that yields long-lasting elastic curls.
- The Polysaccharide film protects hair during treatment, smooths cuticles and keeps them hydrated, ensuring elastic, healthy and defined curls.

OWAVE IS THE PROFESSIONAL WAVING SYSTEM THAT RESPECTS HAIR FIBRE, KEEPING YOUR HAIR SOFT AND ELASTIC



Organic Blackthorn Extract

- Blackthorn optimally regenerates and strengthens skin and hair.
- It yields elasticity and moisture.
- It adds strength and elasticity to hair during the OWAVE waving treatment.



Cysteamine

- Without Thioglycolic Acid and Free Ammonia, OWAVE has a non-aggressive formula based on Cysteamine.
- An amino acid derivative related to Keratin naturally present in hair, Cysteamine is a reducing agent that respects hair health.
- It changes your hair shape by acting on sulphur bridges and modifying hair fibre.

Owave 1A pH 8.2-9

Waving and elasticising fluid for resistant hair with biodynamic Helichrysum hydrolat, organic Blackthorn extract, ethical Chia and Flax extracts.



- Long-lasting waving treatment for resistant hair;
- Allows changing shape to hair in complete safety;
- Customizable waves depending on the technique used;
- Creates flexible, defined and elastic curls;
- Non-aggressive formula based on Cysteamine, an amino acid derivative similar to Keratin;
- Enriched with botanical active ingredients that protect and elasticize hair fibre during treatment.

THIOGLYCOLLATES FREE / SLES&SLS FREE / PARABEN FREE / PETROLATUM FREE / PEG, PPG&BG FREE / FRAGRANCE ALLERGEN FREE / WITHOUT FREE AMMONIA

Owave 1B pH 8.2-9

Waving and elasticising fluid for treated hair with biodynamic Helichrysum hydrolat, organic Blackthorn extract, ethical Chia and Flax extracts.



- Long-lasting waving treatment for treated hair*;
- Allows changing shape to hair in complete safety;
- Customizable waves depending on the technique used;
- Creates flexible, defined and elastic curls;
- Non-aggressive formula based on Cysteamine, an amino acid derivative similar to Keratin;
- Enriched with botanical active ingredients that protect and elasticize hair fibre during treatment.

THIOGLYCOLLATES FREE / SLES&SLS FREE / PARABEN FREE / PETROLATUM FREE / PEG, PPG&BG FREE / FRAGRANCE ALLERGEN FREE / WITHOUT FREE AMMONIA

*the application is not recommended on completely bleached hair or on hair with a percentage of lightening over 50%

Owave 2 pH 2-3

Neutralising and fortifying fluid for all hair types with biodynamic Helichrysum hydrolat, organic Blackthorn extract, ethical Chia and Flax extracts.



- Fixes the new form, promoting the reconstruction of sulphur bridges;
- Stabilizes waves, allowing them lasting over time;
- Yields elastic, defined and voluminous waves;
- Thanks to its botanical active ingredients, it improves hair elasticity leaving it soft and silky;
- Even waves, from roots to ends;
- Re-balances hair pH.

PARABEN FREE / PETROLATUM FREE / PEG, PPG&BG FREE / FRAGRANCE ALLERGEN FREE

Find out how to create perfect waves with OWAVE







Sensual Beach Waves



EXTREMELY NATURALLY WAVY EFFECT WITH SOFT WAVES AND BEACH EFFECT.



			
RESISTANT AND NATURAL HAIR	1A	APPLICATION TIME: 10-15 MINUTES	LARGE-DIAMETER HAIR ROLLERS
TREATED HAIR UP TO 20 VOL.	1B	APPLICATION TIME: 10-15 MINUTES	LARGE-DIAMETER HAIR ROLLERS
SENSITISED, COLOURED HAIR UP TO 20 VOL. AND WITH UP TO 50% OF STREAKS	1B	APPLICATION TIME: 7-10 MINUTES	LARGE-DIAMETER HAIR ROLLERS

ESTIMATED DURATION OF TREATMENT: 4-6 WEEKS





n.b. GENERAL INSTRUCTIONS. THE SELECTION OF THE WAVING FLUID (OWAVE 1A OR 1B) MAY VARY ON THE BASE OF HAIR QUALITY AND THICKNESS.

Support and volume



TEXTURE AND STRUCTURE FOR YOUR HAIR. LONG-LASTING CURL-ENHANCED STYLES.



			
RESISTANT AND NATURAL HAIR	1A	APPLICATION TIME: 10-15 MINUTES	MEDIUM-DIAMETER HAIR ROLLERS
TREATED HAIR UP TO 20 VOL.	1B	APPLICATION TIME: 10-15 MINUTES	MEDIUM-DIAMETER HAIR ROLLERS
SENSITISED, COLOURED HAIR UP TO 20 VOL. AND WITH UP TO 50% OF STREAKS	1B	APPLICATION TIME: 7-10 MINUTES	MEDIUM-DIAMETER HAIR ROLLERS

ESTIMATED DURATION OF TREATMENT: 8-10 WEEKS





n.b. GENERAL INSTRUCTIONS. THE SELECTION OF THE WAVING FLUID (OWAVE 1A OR 1B) MAY VARY ON THE BASE OF HAIR QUALITY AND THICKNESS.

Curls full of body and energy



ELASTIC AND DEFINED SPIRAL CURLS FOR A BOLD AND DYNAMIC LOOK.



			
RESISTANT AND NATURAL HAIR	1A	APPLICATION TIME: UP TO 20 MINUTES	SMALL-DIAMETER HAIR ROLLERS
TREATED HAIR UP TO 20 VOL.	1B	APPLICATION TIME: 15-20 MINUTES	SMALL-DIAMETER HAIR ROLLERS
SENSITISED, COLOURED HAIR UP TO 20 VOL. AND WITH UP TO 50% OF STREAKS	1B	APPLICATION TIME: 10-15 MINUTES	SMALL-DIAMETER HAIR ROLLERS

ESTIMATED DURATION OF TREATMENT: MORE THAN 12 WEEKS

n.b. GENERAL INSTRUCTIONS. THE SELECTION OF THE WAVING FLUID (OWAVE 1A OR 1B) MAY VARY ON THE BASE OF HAIR QUALITY AND THICKNESS.

Step by Step



1) DIAGNOSIS

Before proceeding to the OWAVE treatment, check customer's hair and scalp conditions:

- **Check** if hair is natural / coloured / sensitised.
- **Inquire** about previous treatments.
- **Check** if the scalp is in good condition.
In case of sensitive skin, apply Soothing Remedy on the scalp.



2) CLEANSING

Cleanse hair lengths with **HTECH SHAMPOO** without working too much on the scalp. In the event of very damaged and sensitised hair, use a dedicated hair bath. **Rinse thoroughly.**



3) ROLLING

- Choose tools and technique suitable for the result you want to achieve.
- Spray HRESTORE on all the hair.
- Wrap hair without pulling locks too much, ensuring that the hair is always moistened with water.



4) APPLICATION

- Apply OWAVE 1A/1B carefully to each roller, starting from the back.
- **APPLICATION TIME:**
Resistant hair: 10-20 minutes;
Treated hair: 7-15 minutes.
Checking every 5 minutes.



5) RINSING

- When the OWAVE 1A / 1B application time is over, **rinse thoroughly** with lukewarm water, for at least 5 minutes.



6) APPLICATION OF OWAVE 2 NEUTRALISING AND FORTIFYING FLUID

- Towel dry thoroughly and apply **OWAVE 2 NEUTRALISING AND FORTIFYING FLUID**, leaving it in for 7/8 minutes without unrolling the rollers.
- Unroll the rollers without pulling the hair and **reapply OWAVE 2**, leaving it in for another 3 minutes.



7) RINSING

- Rinse thoroughly with water only.
If necessary, apply a small amount of HMILK NO STRESS, leaving it in for a few minutes, then rinse.



8) CONDITIONING

- Spray HRESTORE on all the hair, apply Curly Potion and then dry.

We recommend waiting 48 hours after treatment before washing hair.

Faq

- **CAN I USE OWAVE ON ANY HAIR TYPE?**

Yes, except on completely bleached hair or hair that is more than 50% highlighted.

- **HOW LONG DOES TREATMENT LAST?**

Treatment lasts from 4 to more than 12 weeks, depending on the type of wave chosen and the degree of hair sensitivity.

- **CAN I USE ANY TYPE OF HAIR ROLLER?**

Yes, you can use any type of hair rollers suitable to achieve a wavy effect.

- **CAN I COLOR HAIR ON THE SAME DAY TO WHICH I APPLY AN OWAVE TREATMENT?**

On the day you apply an OWAVE treatment, you can complete a reflection-enhancing application with a direct-pigment HMELT or HMELT MASK. Permanent and other colouring treatments are strongly discouraged.

- **WHAT DRYING TECHNIQUE IS RECOMMENDED?**

On the day of the waving treatment, hair can be dried with any technique, though we recommend using a diffuser for a natural look, which enhances the elasticity of the curls.

- **CAN I USE SHAPING PRODUCTS AT HOME AND IN THE SALON?**

At home and in the salon, all styling OW products can be used to shape and define waves.

- **WHAT PRODUCTS ARE RECOMMENDED FOR OPTIMAL TREATMENT MAINTENANCE AT HOME?**

The ideal home treatment complements are CURLY HAIR BATH, CURLY HAIR MASK and CURLY POTION.

Salon Tool



Filo

FIL0 is the **OW 100% cotton towel**. Designed in Italy, it has a precious weave and an **embroidered OW logo**. A special processing technique makes **FIL0 particularly wash-resistant**. Made of soft terry, it is the perfect, versatile complement for all cleansing gestures.





Find out more on **oway.it**

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