



O
WAY

Hstraighten

**ANTI-FRIZZ SMOOTHING EMULSION
WITH FILM-FORMING ACTION**

HAIRSTYLE & SELF CONFIDENCE

**Whether straight,
wavy or curly,
the must-have is
shiny, defined,
smooth and
tamed hair.**





Hsstraighten

Hair is one of the primary distinctive elements that conveys our identity, so we want it to represent us as much as possible and to carry the visual message we want to transmit, showing the salient features of our personality.

Often, though, our relationship with our hair type is controversial: we want it straight if it's curly, wavy if it's very straight, full-bodied if fine and so on.

The answer to these dilemmas is twofold: on the one hand, we need to know how to treasure all the positive aspects and strengths of our hair type; on the other, we must make sure it is as healthy, resistant and shiny as possible.

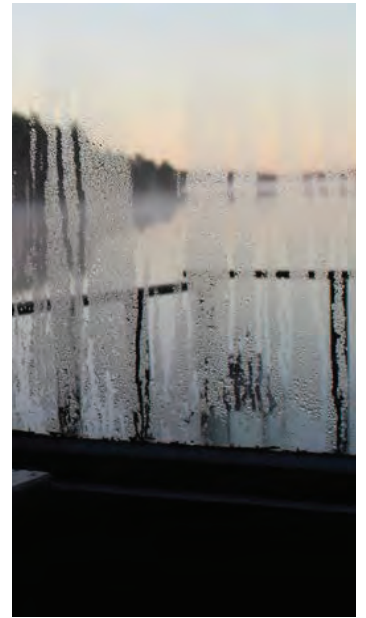
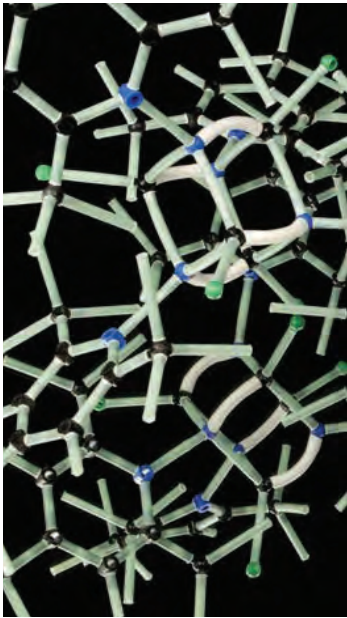
The basis for achieving this result and feeling in tune with our hair is to counteract the frizz effect.



Frizzy hair: THE CAUSES

The frizz effect does not involve curly hair alone, but straight, wavy and fine hair can also have the classic 'dishevelled' effect. In these cases, the hair is dry, brittle and difficult to comb, generally dull and rough to the touch.

The main causes are:



Genetic predisposition:
the frizz effect is given by an excessive opening of the cuticles covering the cortex of the hair.

Aggressive treatments:
technical treatments carried out with aggressive products can damage the hair structure. This is why it is essential to use products which respect the hair fiber.

Hair dryers and straighteners:
using hot tools at excessively high temperatures can stress hair, giving it a “straw” effect.

Climatic factors:
humidity, wind, excessive exposure to the sun, sea-salt, seasonal changes.

Factors related to physical and psychological health:
such as eating disorders or emotional stress.

In all cases, the underlying cause which makes the hair frizzy, dry and damaged, is the lack of HYDRATION.

**perfect
smoothness**



**or easy
hair
routine**

A single product, a double action, different services, depending on the type of hair and on the desired result: perfect smoothness or easy hair beauty routine.

The new Hstraighten taming and smoothing program responds to the specific needs of deeply rehydrating frizzy hair, with a formula which falls within the scope of the technical products, such as **smoothing, anti-frizz services and/or for reducing excessive unwanted volume, and as a moisturising, conditioning and polishing treatment of the hair fiber.**

Hstraighten

EMULSIONE LISCIANTE E DISCIPLINANTE DELLA FIBRA CAPILLARE CON ROMICE BIODINAMICA A KM.0, VERBASCO BIOLOGICO E DATTERO ETICO // EMULSION WITH A SMOOTHING AND TAMING ACTION ON THE CAPILLARY FIBRE WITH ZERO-MILE BIODYNAMIC DOCK, ORGANIC MULLEIN AND ETHICAL DATE // ÉMULSION LISSANTE ET DISCIPLINANTE DE LA FIBRE CAPILLAIRE AVEC OSEILLE BIODYNAMIQUE EN CIRCUIT COURT, MOLÈNE BIOLOGIQUE ET DATTIER ÉTHIQUE

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500 mL e 17 US/ÉU FL. OZ.



The **acid pH** of the Hstraighten formula, the presence of a **naturally derived filming complex** in synergy with **Coconut and Avocado oils** and **glyoxylic acid**, combined with the action of **heat**, give new structure to the amino acid bonds located inside the hair, making it more malleable and ductile to styling, more versatile and manageable every time you want to change your hairstyle. The **Dock extract** it contains remineralizes the hair fiber, while the **Mullein extract** provides extreme brightness and the **Date oil** balances the lipid component of the hair, making it smooth, shiny and soft, visibly healthier.



CERTIFIED
BIODYNAMIC
FORMULA



CARBON
NEUTRAL
COMPANY



PETA APPROVED

Vegan | Global Animal Test Policy

Hstraighten

500 mL

EMULSION WITH A SMOOTHING AND TAMING ACTION ON THE CAPILLARY FIBER, MADE WITH 0 KM BIODYNAMIC DOCK, ORGANIC MULLEIN AND ETHICAL DATE

with 87.17% of naturally derived ingredients

+ BRIGHTNESS

perfectly closed cuticles

+ SOFTNESS

deeply hydrated and nourished hair fiber

+ SMOOTHNESS

filming effect on the surface of the hair

+ DEFINITION

perfectly tamed hair, without electrostatic effects

+ EASY-TO-COMB

restructured and easy-to-comb lengths

+ PROTECTION

restores the well-being of the hair, protecting it from adverse external agents

+ NATURAL SMOOTH EFFECT

It ensures a sublime smoothness, maintaining the result for a long time (from 3 to 5 months, depending on the type of hair and the technique used)

+ EASY-TO-SHAPE HAIR

Hair that changes appearance more easily, more workable, easier styling

+ TESTED SKIN COMPATIBILITY

Dermatologically and Nickel tested



Hstraighten

ACTION	TAMING		SMOOTHING
RESULT	No more frizzy effect	Reduction of unwanted volumes	Restored hair fiber
Long-lasting smooth effect			

Functional active ingredients



OLEOBLEND COMPLEX

A naturally derived biotechnological complex which provides a film-forming action on the surface of the hair without weighing it down, increasing the level of conditioning, both wet and dry. In synergy with a rich mix of **Coconut and Avocado oils**, it constitutes a super-nutrient mix with pronounced protective, moisturizing, emollient properties, which restores the hydrolipidic balance of the hair and smooths its surface, giving brightness and acting as an effective anti-frizz. Particularly rich in vitamins and fatty acids, which are highly similar to the fiber and bind easily to hair proteins, it gradually leads to strengthening the hair fibers, reducing breakage, preventing split ends from forming and facilitating styling.

BIODYNAMIC DOCK

Its Iron, Magnesium, Potassium and Calcium content helps to replenish the capillary fiber with minerals, while thanks to its Vitamins A and C it offers energy and antioxidant protection. Dock is cultivated using the biodynamic method, the purest farming technique that completely excludes the use of synthetic pesticides and fertilisers.



ORGANIC MULLEIN

A technical active ingredient of plant origin with an extraordinary illuminating power. Mullein exploits the principle of photoluminescence, absorbing the most powerful UV radiation and transforming this into extraordinary brightness. Mullein extract increases hair shine with a progressive action, treatment after treatment. It protects from photo-oxidative stress due to UV rays. It makes hair younger and healthier.

ETHICAL DATE

Rich in saponins, it has moisturizing and restructuring qualities. Nourishing and elasticizing, it improves the structure of the hair fiber over time. Thanks to the presence of flavonoids, it has an antioxidant action that helps fight cellular aging. It protects from the aggression of external agents.



GLYOXYLIC ACID

It recomposes the electrostatic charges which bind together the amino acids inside the hair; since these are lighter bonds than the disulphide ones, the reconstructive action of the structure is delicate and does not excessively impact the hair fiber. Its combination with the mechanical action of the hair straightener allows the amino acids to rearrange further, giving the hair surface greater compactness and consequently making it smoother.






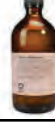
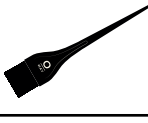






The olfactory bouquet

Lemon, Nettle, Jasmine, Pink Pepper, Peony, Labdanum, Cedar, Cane Sugar, Musk. The fragrance mixes fresh floral and fruity notes with sweet and enveloping musky ones.

SMOOTHING

Suitable for: all hair types, especially very frizzy and afro hair, which require a longer-lasting smooth effect

IN THE SALON

1		Run a preparatory shampoo with Htech shampoo
2		Apply Hrestore on the lengths to adjust the porosity of the hair
3		Pre-dry the hair at least 80 % with the help of a hairdryer.
4		Pour into a non-metallic bowl approximately from 60 to 100 ml of Hstraighten , depending on the porosity, length and density of the hair
5		Apply the product starting from the back, making horizontal separations of about 1 cm. Apply using the brush over the entire hair length, avoiding the scalp; then distribute with the comb
6		Leave on for 30 minutes ; once the processing time is over, dry the product on the hair for at least 70% with a hairdryer and a flat brush, always allowing the hair to fall naturally
7		Once the drying phase is finished, if you want a long-lasting smooth effect, especially for very curly and frizzy or afro hair types, work the hair with the ceramic plate of flat iron, always starting from the back of the head, taking strands of about 0.5 cm
8		At the end of the procedure, rinse thoroughly and apply a generous amount of Hmilk no stress all over the hair
9		Leave on for at least 15 minutes
10		Rinse thoroughly
11		Proceed with drying (at this stage we suggest the use of smoothing fluid , if necessary, to further increase hair detangling) and finish by using the hair straightener again

NOTE: should you want to perform any tinting, the Hstraighten program must be carried out at least one week before applying the color.

BEFORE



AFTER













**Follow the temperature indications and number of passes with the flat iron shown below, depending on the type of hair:*

TYPE OF HAIR	TEMPERATURE	# OF PASSES
Thick and / or resistant	392-410 °F	8-10 times
Normal	374-392 °F	7-9 times
Color Treated	320-338 °F	6-8 times
Fine, delicate or bleached	320-338 °F	6-8 times

TAMING

Suitable for: all types of hair where you wish to eliminate the frizz, reduce unwanted volumes and/or restructure the hair fiber

IN THE SALON

1		Prep the hair by cleansing with Htech shampoo
2		Apply Hrestore on the hair lengths to adjust the porosity of the hair
3		Pre-dry the hair at least 80 % with the help of a hairdryer
4		Pour into a non-metallic bowl approximately from 60 to 100 ml of Hstraighten , depending on the porosity, length and density of the hair
5		Apply the product starting from the back, making horizontal separations of about 1 cm. Apply using the brush over the entire hair length, avoiding the scalp; then distribute with the comb
6		Leave on for 30 minutes ; once the processing time is over, dry the product on the hair at least 70% with a hairdryer and a flat brush, always allowing the hair to fall naturally
7		At the end of the drying procedure, rinse thoroughly and apply a generous amount of Hmilk no stress through the hair
8		Leave on for at least 15 minutes
9		Rinse thoroughly
10		Proceed with drying (at this stage we suggest the use of smoothing fluid , if necessary, to further increase hair detangling) and finish by using the hair straightener again

NOTE: should you want to perform any tinting, coloring the Hstraighten program must be carried out at least one week before applying the color.

BEFORE



AFTER



BACK AT HOME (valid for both treatments):

Do not wash your hair within 48 hours after applying **Hstraighten** in the salon

Do not apply rubber bands, slides or clips that can bend the hair during the 48 hours following the application of **Hstraighten** in the salon

Normal hair: we recommend using the products of the **OW smooth+** line

Treated or particularly run down hair: we recommend using the products of the **OW rebuilding** line

Hstraighten

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HStraighten FAQ's:

What results can be expected after the Hstraighten Treatment?

The hair will be more manageable and easier to style smooth and is also more noticeably softer and silkier from the added hydration. The hair will also be shinier and more vibrant.

What happens to the hair strand during the treatment? Does the treatment break the sulfur bonds in the hair strand? What does the product do to the hair in the treatment?

The product does not break the sulfur bonds. Instead, it rearranges or adjusts the bonds as if it were doing a reverse action. It works with acid pH (1.5-2.5) so it does not break the sulfur bonds as classic straightening treatments do.

Does the product have a strong smell or fragrance?

It has a soft nice fragrance when you smell it direct from the bottle. The olfactory bouquet mixes one of fresh floral with sweet and enveloping musky ones. However, no smell is noticeable when using and no smell noticeable as an off gas during the process either.

What in the ingredient content could create an unpleasant smell?

The ingredient that may leave a slight smell is glyoxylic acid. To ensure that the smell is as minimal as possible on the hair, make sure to wash the hair extremely well before the treatment with HTech clarifying shampoo. You can also use the Sebum balance hair bath and then a second cleanse with HTech clarifying shampoo. It is very important to rinse the product very well once you have finished the process and leave HMilk No Stress on for at least 15 minutes. When drying the hair, the more you dry the product, the less you will smell it.

How long does the smell last and how many washes are needed to remove if it is not removed properly?

The lasting of the smell will greatly depend on the rinsing process and on the application of the Hmilk No Stress treatment. You may also want to rinse well before applying the HMilk No Stress and add in some Flowerfall.

Is it possible to use another product on top or in combination to reduce or remove this slight smell?

You should not add anything to the product because it may affect your result. Instead be sure to rinse well.

Can you speed up the removal of the treatment for those that find this smell too strong?

The product should not be removed before the exposure time because you could compromise the final result. As mentioned before, when rinsing the product after applying the Hmilk No Stress for 15 minutes, you can rinse with Flowerfall to remove additional smell.

How does it affect hair color?

Can significantly lighten the color base so it is suggested to perform the Hstraighten service at least one week prior to applying hair color.

How does it affect highlights (bleach)?

It is important to assess the hair fabric and approach these fragile hair types with caution. Consider the degree/temperature, and the amount of passes with the flat iron and blowdryer you are using during the service for the hair type you are working with.

During the drying phases or flat iron phases, is there steam, vapors or any smoke in room?

No noticeable fumes, smoke or steam bellows in the room.

What sort of application variations could be considered?

Possible to relax a cowlick/growth patterns especially on a short men's cut/look.

Should the hair be cut before or after the treatment?

The hair should be cut after the treatment as it will have a smoother texture and lie differently after the service.

Is it a straightening or smoothing professional hair product?

It will help to smooth and tame unmanageable hair types but will not chemically straighten the bonds of the hair. Hair will be more manageable and straight when a hot iron is used. It is a perfect way to counteract frizz leaving the hair shinier and styling is quicker.

The service will also help reduce unwanted volume and bulk while also making hair easier to comb. In addition, it helps to treat split ends.

How long does the overall service take to perform- the Smoothing Treatment (frizz control and longer lasting smooth effect)?

From start to finish, the overall service takes approximately 3-4 hours. This is also dependent on the amount and thickness of the client's hair. This takes approximately 30 minutes more than the "Taming Frizz" type service since you are not flat ironing after the processing time is complete but only at the very end of the service.

How long does the overall service take to perform- "Frizz Taming" service?

Approximately 3 hours since you are not flat ironing in the service twice but only once at completion of the service.

How long will the treatment last?

The smooth result will last from 3-5 months depending on the type of hair and the technique used.

Is there Keratin in the Hstraighten?

No, there is not keratin in the formula but instead Glyoxylic acid that works in the hair with an acid pH of 1.5 – 2.5 along with other ingredients that are derived from vegetable so is considered to be a vegan product.

Other ingredients that aid in the system:

Dock extract: remineralizes the hair

Mullein extract: adds brightness

Date oil: Balances the lipid structure of the hair, smoothes and softens leaving hair visibly healthier.

Does the Hstraighten contain formaldehyde?

Formaldehyde is not an ingredient in the Hstraighten formula. Moreover, we have also analyzed the possible development of formaldehyde during the treatment with Hstraighten both close to the stylist and to the client on whom the treatment is performed. The treatment was carried out following the indications with the use of the flat iron (the one in which the passage of the hair straightener takes place on the hair with Hstraighten still on the hair). The amount of formaldehyde that develops in both cases is less than 0.1 mg / m³ which is a safe value suggested by the WHO (World Health Organization). Therefore, the product is considered safe for both the stylist and the customer.

What is the percentage of naturally derived ingredients?

87.17%

What is activating agent/ingredient?

In particular, glyoxylic acid produces semi-permanent hair straightening without breaking the cystine disulfide bridge. It provides long lasting relaxing effect of hair fibers, without causing damage to the hair and scalp irritations typical of alkaline chemical and other straightening agents.

How is it applied & stored?

Please refer to the directions sheet for two types of in salon application methods for Step by Step. Should be stored in cool dry environment and away from extensive heat. Be sure to seal cap back on product properly to preserve.

What temperature should the iron be?

Be sure to refer to and follow the proper temperature indications chart to gauge temperature and amount of passes necessary for hair type and final result preference.

TYPE OF HAIR	TEMPERATURE	# OF PASSES
Thick and / or resistant	392-410 °F	8-10 times
Normal	374-392 °F	7-9 times
Color Treated	320-338 °F	6-8 times
Fine, delicate or bleached	320-338 °F	6-8 times

Is it washed out or left in like the Smooth Rituals Treatment?

See specific Directions Sheet for two types of in salon application methods for when to rinse as this varies per type of treatment.

Is there a pre shampoo?

To prep the hair in the salon for the service, a Htech shampoo with a pH of 9.5 to 10.5 is used to cleanse the hair and remove impurities aiding the Hstraighten to work best.

What is suggested product Care, Treatment and Style for this product that Simply Organic carries?

- *For normal hair types, use the Oway Smoothing Hair Bath and Smoothing Hair conditioner.*
- *For color treated or sensitized hair types, use the Oway Rebuilding Hair Bath and the Rebuilding Hair Mask.*
- *Styling: Smoothing Fluid will increase hair detangling*

How much time should be allowed for each client service?

Timing and service type should be determined on an individual basis. Initial consultation to determine the amount of smoothing versus taming the client prefers and determining the hair length, type and texture as well. As a general rule, allow a 3-4 hour window to complete the treatment.

What are the post treatment recommendations for home care?

- *Do not wash the hair for at least 48 hours after the Hstraighten treatment.*
- *Do not use rubber elastic bands or clips that can possibly bend the hair during the 48 hours following the Hstraighten in salon treatment.*
- *For normal hair types, use the Oway Smoothing Hair Bath and Smoothing Hair conditioner.*
- *For color treated or sensitized hair types, use the Oway Rebuilding Hair Bath and the Rebuilding Hair Mask.*

What should be done if the hair gets wet during the 48 hour resting stage?

Blowdry and flat iron with medium to low heat as soon as possible.

How do I price this service?

Take into consideration how much you charge per hour for your time, the amount per ounce or ml that you pour and your additional backbar needs (Htech, Hrestore, HMilk no Stress etc.) Hsystem.

What is the cost per application?

Hstraighten treatment (approximately .36 cents per ml.

How often can you or should the Hstraighten technical service be done?

Hstraighten is a technical service that can be done every 4-5 months depending on the integrity of the hair structure.



Hstraighten

**ANTI-FRIZZ SMOOTHING EMULSION
WITH FILM-FORMING ACTION**