

# SIMPLY ORGANIC®

We are reaching out to share important information about upcoming changes in pricing on our Oway product offerings. Over the past few years, we've tried to slowly and incrementally increase our Oway prices - with the goal to meet Oway's desired price points, without creating extreme impacts to your own cost of doing business.

As one of the world's leading sustainable luxury brands, we are proud to offer and support them as a member of our prestigious brand family. Over the past year we have celebrated their various new initiatives to continue to elevate their brand, always reaching to be as clean, sustainable, and plastic free as possible.

*Here are the highlights we are proud to share:*

- Moved from plastic pumps on all products to recyclable aluminum caps.
- Reformulated several staple products to be even cleaner and sustainably sourced.

To help you plan ahead, here is a summary of our upcoming price changes that will take effect on Wednesday, September 27, 2023.

Additionally, we've created a Price Increase Guide for you to evaluate and increase your own prices to help offset these changes. Every year, you gain more experience and expertise as a beauty professional, and your pricing should reflect your elevation and accomplishments as well.

[Download Now](#)

*We appreciate the business you entrust to Simply Organic and look forward to continuing to serve you with the product, education and business support to help your art and business thrive.*

*If you have any questions, please feel free to contact us directly via:*

Phone: 888-213-4744

Email: [help@simplyorganicbeauty.com](mailto:help@simplyorganicbeauty.com)

Business Hours: 9am - 6pm EST

*To Changing Salons for the Better,  
Your Friends at Simply Organic Beauty*

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WAY

2023 PRICES

|          | <u>Product</u>                 | <u>Size</u> | <u>Current Wholesale Price</u> | <u>New Wholesale Price</u> | <u>Salon MSRP</u> |
|----------|--------------------------------|-------------|--------------------------------|----------------------------|-------------------|
| DailyAct | Frequent Use Hair & Scalp Bath | 50 ML       | \$7.95                         | \$8.50                     | \$16.00           |
|          | Frequent Use Hair & Scalp Bath | 240 ML      | \$17.95                        | \$19.50                    | \$39.00           |
|          | Frequent Use Hair & Scalp Bath | 950 ML      | \$40.95                        | \$55.00                    | \$110.00          |
|          | Frequent Use Conditioner       | 50 ML       | \$7.95                         | \$9.00                     | \$18.00           |
|          | Frequent Use Conditioner       | 240 ML      | \$18.95                        | \$21.50                    | \$43.00           |
|          | Frequent Use Conditioner       | 950 ML      | \$47.96                        | \$57.50                    | \$115.00          |
|          | Phytoprotein Mist              | 160 ML      | \$20.95                        | \$22.50                    | \$45.00           |
| ColorUp  | Color Protection Hair Bath     | 50 ML       | \$7.95                         | \$8.50                     | \$17.00           |
|          | Color Protection Hair Bath     | 240 ML      | \$18.95                        | \$20.00                    | \$40.00           |
|          | Color Protection Hair Bath     | 950 ML      | \$40.95                        | \$55.00                    | \$110.00          |
|          | Color Protection Hair Mask     | 50 ML       | \$7.95                         | \$9.00                     | \$18.00           |
|          | Color Protection Hair Mask     | 150 ML      | \$20.95                        | \$22.00                    | \$44.00           |
|          | Color Protection Hair Mask     | 500 ML      | \$40.95                        | \$57.50                    | \$115.00          |
|          | Color Protection Veil          | 160 ML      | \$20.95                        | \$22.50                    | \$45.00           |

|              |                            |        |         |         |          |
|--------------|----------------------------|--------|---------|---------|----------|
| Smooth+      | Smoothing Hair Bath        | 240 ML | \$18.95 | \$20.00 | \$40.00  |
|              | Smoothing Hair Bath        | 950 ML | \$40.95 | \$55.00 | \$110.00 |
|              | Smoothing Conditioner      | 240 ML | \$21.95 | \$22.00 | \$44.00  |
|              | Smoothing Conditioner      | 950 ML | \$46.95 | \$57.50 | \$115.00 |
|              | Smoothing Cream            | 150 ML | \$22.95 | \$24.00 | \$48.00  |
|              | Smoothing Fluid            | 100 ML | \$24.95 | \$26.50 | \$53.00  |
| Xvolume      | Volumizing Hair Bath       | 240 ML | \$18.95 | \$20.00 | \$40.00  |
|              | Volumizing Hair Bath       | 950 ML | \$40.95 | \$55.00 | \$110.00 |
|              | Volumizing Root Spray      | 160 ML | \$21.95 | \$25.00 | \$50.00  |
| Moisturizing | Moisturizing Hair Bath     | 50 ML  | \$7.95  | \$8.50  | \$17.00  |
|              | Moisturizing Hair Bath     | 240 ML | \$18.95 | \$20.00 | \$40.00  |
|              | Moisturizing Hair Bath     | 950 ML | \$40.95 | \$55.00 | \$110.00 |
|              | No-Rinse Moist Conditioner | 160 ML | \$21.95 | \$22.50 | \$45.00  |
|              | Moisturizing Hair Mask     | 50 ML  | \$8.95  | \$9.00  | \$18.00  |
|              | Moisturizing Hair Mask     | 150 ML | \$20.95 | \$22.00 | \$44.00  |
|              | Moisturizing Hair Mask     | 500 ML | \$40.95 | \$60.00 | \$120.00 |
| BeCurly      | Curly Hair Bath            | 50 ML  | \$7.95  | \$8.50  | \$17.00  |
|              | Curly Hair Bath            | 240 ML | \$18.95 | \$20.00 | \$40.00  |

Silk'n Glow

|                 |        |         |         |          |
|-----------------|--------|---------|---------|----------|
| Curly Hair Bath | 950 ML | \$40.95 | \$55.00 | \$110.00 |
| Curly Hair Mask | 50 ML  | \$7.95  | \$10.00 | \$20.00  |
| Curly Hair Mask | 150 ML | \$20.95 | \$22.00 | \$44.00  |
| Curly Hair Mask | 500 ML | \$40.95 | \$55.00 | \$110.00 |
| Curly Potion    | 240 ML | \$23.95 | \$32.50 | \$65.00  |

|                       |        |         |         |          |
|-----------------------|--------|---------|---------|----------|
| Silk'n Glow Hair Bath | 50 ML  | \$7.95  | \$9.50  | \$19.00  |
| Silk'n Glow Hair Bath | 240 ML | \$18.95 | \$22.00 | \$44.00  |
| Silk'n Glow Hair Bath | 500 ML | \$32.95 | \$35.00 | \$70.00  |
| Silk'n Glow Hair Mask | 50 ML  | \$8.95  | \$11.50 | \$23.00  |
| Silk'n Glow Hair Mask | 150 ML | \$20.95 | \$23.00 | \$46.00  |
| Silk'n Glow Hair Mask | 500 ML | \$40.95 | \$65.00 | \$130.00 |
| Silk'n Glow Serum     | 100 ML | \$39.95 | \$46.00 | \$92.00  |
| Silk'n Glow Serum     | 50 ML  | \$27.95 | \$29.50 | \$59.00  |

Botanical

|                               |        |         |         |         |
|-------------------------------|--------|---------|---------|---------|
| Herbs & Clay Peeling Cleanser | 160 GR | \$34.95 | \$48.00 | \$96.00 |
| Strengthening Blend           | 7 ML   | \$24.95 | \$30.00 | \$60.00 |
| Relaxing Blend                | 7 ML   | \$24.95 | \$30.00 | \$60.00 |
| Antioxidant Blend             | 7 ML   | \$24.95 | \$30.00 | \$60.00 |
| Flowerfall                    | 160 ML | \$18.95 | \$19.50 | \$39.00 |

Rebalancing

|                         |        |         |         |          |
|-------------------------|--------|---------|---------|----------|
| Flowerfall              | 950 ML | \$39.95 | \$45.00 | \$90.00  |
| Plant & Mineral Refresh | 36 GR  | \$20.95 | \$22.00 | \$44.00  |
| Amazonian Control Clay  | 150 ML | \$24.95 | \$27.00 | \$54.00  |
| Pure Biodynamic Sage    | 50 GR  | \$39.95 | \$44.00 | \$88.00  |
| Sebum Balance Hair Bath | 50 ML  | \$7.95  | \$10.00 | \$20.00  |
| Sebum Balance Hair Bath | 240 ML | \$19.95 | \$21.00 | \$42.00  |
| Sebum Balance Hair Bath | 950 ML | \$42.95 | \$58.00 | \$116.00 |
| Scalp Enhancer          | 175 ML | \$32.95 | \$27.00 | \$54.00  |

Soothing

|                             |        |         |         |          |
|-----------------------------|--------|---------|---------|----------|
| Zanthoxylum Soothing Gel    | 150 ML | \$24.95 | \$27.00 | \$54.00  |
| Pure Biodynamic Helichrysum | 50 GR  | \$40.95 | \$44.00 | \$88.00  |
| Soothing Hair Bath          | 50 ML  | \$7.95  | \$10.00 | \$20.00  |
| Soothing Hair Bath          | 240 ML | \$20.95 | \$23.00 | \$46.00  |
| Soothing Hair Bath          | 950 ML | \$46.95 | \$58.00 | \$116.00 |
| Soothing Remedy             | 50 ML  | \$24.95 | \$29.50 | \$59.00  |

Purifying

|                                   |        |         |         |          |
|-----------------------------------|--------|---------|---------|----------|
| Purifying Rice Wax                | 150 ML | \$24.95 | \$27.00 | \$54.00  |
| Pure Biodynamic Thyme             | 80 GR  | \$44.95 | \$53.00 | \$106.00 |
| Purifying Hair Bath - Oily Scalps | 240 ML | \$19.95 | \$21.00 | \$42.00  |

Hair Loss

|                                   |                  |         |         |          |
|-----------------------------------|------------------|---------|---------|----------|
| Purifying Hair Bath - Oily Scalps | 950 ML           | \$46.95 | \$53.00 | \$106.00 |
| Purifying Hair Bath - Dry Scalps  | 240 ML           | \$19.95 | \$21.00 | \$42.00  |
| Purifying Hair Bath - Dry Scalps  | 950 ML           | \$46.95 | \$53.00 | \$106.00 |
| Micro-Stimulating Hair Bath       | 240 ML           | \$20.95 | \$22.50 | \$45.00  |
| Micro-Stimulating Hair Bath       | 950 ML           | \$46.95 | \$58.00 | \$116.00 |
| Densifying Remedy                 | 100 ML           | \$44.95 | \$47.00 | \$94.00  |
| Densifying Remedy                 | 5 ML<br>10 VIALS | \$52.95 | \$63.00 | \$126.00 |
| Vivifying Remedy Sensitive Scalp  | 100 ML           | \$44.95 | \$47.50 | \$95.00  |
| Vivifying Remedy Sensitive Scalp  | 5 ML<br>10 VIALS | \$52.95 | \$64.00 | \$128.00 |

Rebuilding

|                           |        |          |          |          |
|---------------------------|--------|----------|----------|----------|
| Rebuilding Serum          | 500 ML | \$64.95  | \$72.00  | \$144.00 |
| Hyalominerals             | 30 ML  | \$55.95  | \$65.00  | \$130.00 |
| Ceramides F               | 30 ML  | \$55.95  | \$65.00  | \$130.00 |
| Rebuilding Hair Bath      | 240 ML | \$20.95  | \$23.00  | \$46.00  |
| Rebuilding Hair Bath      | 950 ML | \$44.95  | \$60.00  | \$120.00 |
| Rebuilding Hair Mask      | 150 ML | \$21.95  | \$26.00  | \$52.00  |
| Rebuilding Hair Mask      | 500 ML | \$42.95  | \$55.00  | \$110.00 |
| Infrared Hair Remedy Iron |        | \$129.95 | \$129.95 |          |
| Bio-Rich Water            | 240 ML | \$15.95  | \$16.50  | \$33.00  |

Styling & Finish

|                          |        |         |         |         |
|--------------------------|--------|---------|---------|---------|
| Bio-Rich Water           | 950 ML | \$32.95 | \$40.50 | \$81.00 |
| Thermal Stress Protector | 240 ML | \$24.95 | \$26.50 | \$53.00 |
| Glossy Nectar            | 160 ML | \$30.95 | \$42.50 | \$85.00 |
| Glossy Nectar            | 50 ML  | \$16.95 | \$19.00 | \$38.00 |
| Glossy Nectar            | 30 ML  | \$12.95 | \$13.50 | \$27.00 |
| Nurturing Drops          | 50 ML  | \$24.95 | \$28.00 | \$56.00 |
| Frozen Glaze             | 150 ML | \$18.95 | \$20.50 | \$41.00 |
| Quick Glue               | 100 ML | \$18.95 | \$20.50 | \$41.00 |
| Precious Wax             | 100 ML | \$24.95 | \$28.00 | \$56.00 |
| Precious Wax             | 50 ML  | \$16.95 | \$18.00 | \$36.00 |
| Boho Pomade              | 100 ML | \$24.95 | \$28.00 | \$56.00 |
| Boho Pomade              | 50 ML  | \$16.95 | \$18.00 | \$36.00 |
| Shabby Mud               | 100 ML | \$24.95 | \$28.00 | \$56.00 |
| Shabby Mud               | 50 ML  | \$16.95 | \$18.00 | \$36.00 |
| Shaping Putty            | 100 ML | \$24.95 | \$28.00 | \$56.00 |
| Shaping Putty            | 50 ML  | \$16.95 | \$18.00 | \$36.00 |
| Flux Potion              | 240 ML | \$23.95 | \$26.50 | \$53.00 |
| Sea Salt Spray           | 240 ML | \$23.95 | \$26.50 | \$53.00 |
| Glamshine Cloud          | 100 ML | \$23.95 | \$26.50 | \$53.00 |
| Sculpting Mist           | 240 ML | \$25.95 | \$26.00 | \$52.00 |



Sunway

|                              |        |         |         |          |
|------------------------------|--------|---------|---------|----------|
| Sculpting Mist               | 950 ML | \$68.95 | \$85.00 | \$170.00 |
| Sublime Hair Milk            | 100 ML | \$21.95 | \$26.00 | \$52.00  |
| Curl Priming Cream           | 150 ML | \$21.95 | \$24.00 | \$48.00  |
| Bodifying Hair Renewer       | 160 ML | \$21.95 | \$26.00 | \$52.00  |
| Molding Mist                 | 240 ML | \$22.95 | \$26.00 | \$52.00  |
| Volume And Texture Hair Puff | 6 G    | \$19.95 | \$21.50 | \$43.00  |
| Thermo-Detangling Cloud      | 240 ML | \$24.95 | \$31.00 | \$62.00  |

|                            |        |         |         |          |
|----------------------------|--------|---------|---------|----------|
| After-Sun Hair & Body Bath | 50 ML  | \$7.95  | \$8.50  | \$17.00  |
| After-Sun Hair & Body Bath | 240 ML | \$18.95 | \$19.50 | \$39.00  |
| After-Sun Hair & Body Bath | 950 ML | \$40.95 | \$55.00 | \$110.00 |
| After-Sun Hair Mask        | 50 ML  | \$7.95  | \$9.00  | \$18.00  |
| After-Sun Hair Mask        | 150 ML | \$20.95 | \$21.50 | \$43.00  |
| After-Sun Hair Mask        | 500 ML | \$40.95 | \$48.00 | \$96.00  |
| Sunlight Serum             | 100 ML | \$24.95 | \$27.50 | \$55.00  |
| After-Sun Body Balm        | 50 ML  | \$9.95  | \$10.00 | \$20.00  |
| After-Sun Body Balm        | 150 ML | \$21.95 | \$23.00 | \$46.00  |

Blue Tit

|                |        |         |         |         |
|----------------|--------|---------|---------|---------|
| Finest Fluid   | 140 ML | \$19.95 | \$21.00 | \$42.00 |
| Next Day Cream | 140 ML | \$20.95 | \$25.00 | \$50.00 |

|         |                   |        |         |         |          |
|---------|-------------------|--------|---------|---------|----------|
| Hblonde | Hblonde hair bath | 240 ML | \$20.95 | \$22.00 | \$44.00  |
|         | Hblonde hair bath | 950 ML | \$49.95 | \$52.00 | \$104.00 |

|         |                                   |       |         |         |     |
|---------|-----------------------------------|-------|---------|---------|-----|
| Hnectar | 3.0 NATURAL, DARK BROWN           | 3.4OZ | \$15.95 | \$15.95 | N/A |
|         | 4.0 NATURAL BROWN                 | 3.4OZ | \$15.95 | \$15.95 | N/A |
|         | 5.0 NATURAL, LIGHT BROWN          | 3.4OZ | \$15.95 | \$15.95 | N/A |
|         | 6.0 NATURAL, DARK BLOND           | 3.4OZ | \$15.95 | \$15.95 | N/A |
|         | 7.0 NATURAL BLOND                 | 3.4OZ | \$15.95 | \$15.95 | N/A |
|         | 8.0 NATURAL, LIGHT BLOND          | 3.4OZ | \$15.95 | \$15.95 | N/A |
|         | 9.0 NATURAL, VERY LIGHT BLOND     | 3.4OZ | \$15.95 | \$15.95 | N/A |
|         | 4.1 NORSE BROWN                   | 3.4OZ | \$15.95 | \$15.95 | N/A |
|         | 6.1 NORSE, DARK BLOND             | 3.4OZ | \$15.95 | \$15.95 | N/A |
|         | 8.1 NORSE, LIGHT BLOND            | 3.4OZ | \$15.95 | \$15.95 | N/A |
|         | 9.1 NORSE, VERY LIGHT BLOND       | 3.4OZ | \$15.95 | \$15.95 | N/A |
|         | 10.1 NORSE, EXTRA LIGHT BLOND     | 3.4OZ | \$15.95 | \$15.95 | N/A |
|         | 10.2 WISTERIA, EXTRA LIGHT BLOND  | 3.4OZ | \$15.95 | \$15.95 | N/A |
|         | 10.21 LAVENDER, EXTRA LIGHT BLOND | 3.4OZ | \$15.95 | \$15.95 | N/A |
|         | 8.32 CARAMEL, LIGHT BLOND         | 3.4OZ | \$15.95 | \$15.95 | N/A |
|         | 10.32 CARAMEL, EXTRA LIGHT BLOND  | 3.4OZ | \$15.95 | \$15.95 | N/A |

|                                      |       |         |         |     |
|--------------------------------------|-------|---------|---------|-----|
| 6.34 CINNAMON, DARK BLOND            | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 8.34 CINNAMON, LIGHT BLOND           | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 6.35 COFFEE, DARK BLOND              | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 4.66 CAYENNE BROWN                   | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 5.66 CAYENNE, LIGHT BROWN            | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 6.66 CAYENNE, DARK BROWN             | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 5.5 BURGUNDY, LIGHT BROWN            | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 7.5 BURGUNDY BLOND                   | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 1.8 MIDNIGHT BLUE                    | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 5.9 MARRON GLACÈ, LIGHT BROWN        | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 7.9 MARRON GLACÈ BLOND               | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 5.3 WHEAT, LIGHT BROWN               | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 6.3 WHEAT, DARK BLOND                | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 7.3 WHEAT BLOND                      | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 8.3 WHEAT, LIGHT BLOND               | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 9.3 WHEAT, VERY LIGHT BLOND          | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 6.31 DESERT SAND, DARK BLOND         | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 7.31 DESERT SAND BLOND               | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 9.31 DESERT SAND, VERY LIGHT BLOND   | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 10.31 DESERT SAND, EXTRA LIGHT BLOND | 3.4OZ | \$15.95 | \$15.95 | N/A |

## Hcolor

|                                |       |         |         |     |
|--------------------------------|-------|---------|---------|-----|
| 7.44 SAFFRON BLOND             | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 8.44 SAFFRON, LIGHT BLOND      | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 9.44 SAFFRON, VERY LIGHT BLOND | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 4.77 BLUEBERRY BROWN           | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 6.77 BLUEBERRY, DARK BLOND     | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 1.0 NATURAL BLACK              | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 2.0 BROWN                      | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 3.0 NATURAL DARK BROWN         | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 4.0 NATURAL BROWN              | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 5.0 NATURAL, LIGHT BROWN       | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 6.0 NATURAL, DARK BLOND        | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 7.0 NATURAL BLOND              | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 8.0 NATURAL, LIGHT BLOND       | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 9.0 NATURAL, VERY LIGHT BLOND  | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 4.01 ASH-NATURAL, BROWN        | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 5.01 ASH-NATURAL, LIGHT BROWN  | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 6.01 ASH-NATURAL, DARK BLOND   | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 7.01 ASH-NATURAL BLOND         | 3.4OZ | \$14.95 | \$14.95 | N/A |

|                                    |       |         |         |     |
|------------------------------------|-------|---------|---------|-----|
| 8.01 ASH-NATURAL, LIGHT BLOND      | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 9.01 ASH-NATURAL, VERY LIGHT BLOND | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 4.1 ASH BROWN                      | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 5.1 ASH, LIGHT BROWN               | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 6.1 ASH, DARK BLOND                | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 7.1 ASH BLOND                      | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 8.1 ASH, LIGHT BLOND               | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 9.1 ASH, VERY LIGHT BLOND          | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 10.1 ASH, EXTRA LIGHT BLOND        | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 1.8 BLUE BLACK                     | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 5.31 BEIGE, LIGHT BROWN            | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 5.31 BEIGE, LIGHT BROWN            | 3.4OZ |         | \$14.95 | N/A |
| 6.31 BEIGE, DARK BLOND             | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 7.31 BEIGE BLOND                   | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 8.31 BEIGE, LIGHT BLOND            | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 9.31 BEIGE, VERY LIGHT BLOND       | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 5.3 GOLDEN, LIGHT BROWN            | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 6.3 GOLDEN, DARK BLOND             | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 7.3 GOLDEN BLOND                   | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 8.3 GOLDEN, LIGHT BLOND            | 3.4OZ | \$14.95 | \$14.95 | N/A |

|  |       |         |         |     |
|--|-------|---------|---------|-----|
| 9.3 GOLDEN, VERY LIGHT<br>BLOND          | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 10.3 GOLDEN, EXTRA LIGHT<br>BLOND        | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 10.33 EXTRA LIGHT DEEP GOLD-<br>EN BLOND | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 5.44 DEEP COPPERY LIGHT<br>BROWN         | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 6.44 DEEP COPPERY DARK<br>BLOND          | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 7.44 DEEP COPPERY BLOND                  | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 8.44 DEEP COPPERY LIGHT<br>BLOND         | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 5.46 RED COPPERY LIGHT<br>BROWN          | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 7.46 RED COPPERY BLOND                   | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 5.34 GOLDEN COPPER, LIGHT<br>BROWN       | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 6.34 GOLDEN COPPER, DARK<br>BLOND        | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 7.34 GOLDEN COPPER BLOND                 | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 8.34 GOLDEN COPPER, LIGHT<br>BLOND       | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 4.4 COPPERY BROWN                        | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 5.4 COPPERY, LIGHT BROWN                 | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 6.4 COPPERY, DARK BLOND                  | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 7.4 COPPERY BLOND                        | 3.4OZ | \$14.95 | \$14.95 | N/A |

|                                |       |         |         |     |
|--------------------------------|-------|---------|---------|-----|
| 8.4 COPPERY, LIGHT BLOND       | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 4.5 MAHOGANY BROWN             | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 5.5 MAHOGANY, LIGHT BROWN      | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 6.5 MAHOGANY, DARK BLOND       | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 4.56 RED MAHOGANY BROWN        | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 5.56 RED MAHOGANY, LIGHT BROWN | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 4.6 RED BROWN                  | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 5.6 RED, LIGHT BROWN           | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 7.6 RED BLOND                  | 3.4OZ | \$14.95 | \$15.95 | N/A |
| 5.66 DEEP RED, LIGHT BROWN     | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 6.66 DEEP RED, DARK BLOND      | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 7.66 DEEP RED BLOND            | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 8.66 DEEP RED, LIGHT BLOND     | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 6.62 IRISÉE RED, DARK BLOND    | 3.4OZ | \$14.95 | \$15.95 | N/A |
| 4.77 DEEP PURPLE BROWN         | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 5.77 DEEP PURPLE, LIGHT BROWN  | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 6.77 DEEP PURPLE, DARK BLOND   | 3.4OZ | \$15.95 | \$15.95 | N/A |
| 3.17 DARK FROSTED BROWN        | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 5.17 LIGHT FROSTED BROWN       | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 11.17 FROSTED PLATINUM         | 3.4OZ | \$14.95 | \$14.95 | N/A |

|                                     |       |         |         |     |
|-------------------------------------|-------|---------|---------|-----|
| 3.05CI CHOCOLATE                    | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 4.05CL MILK CHOCOLATE               | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 4.35CF COFFEE                       | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 5.35CT TOBACCO LIGHT BROWN          | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 6.35BST TOBACCO DARK BLOND          | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 7.35BT TOBACCO BLOND                | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 5.03CM MOCHA LIGHT BROWN            | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 6.03BSM MOCHA DARK BLOND            | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 5.32CDI IRISÉE-GOLDEN, LIGHT BROWN  | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 7.03BM MOCHA BLOND                  | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 7.32BA HAVANA BLOND                 | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 6.43 DARK COPPER GOLDEN BLOND       | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 7.43 COPPER GOLDEN BLOND            | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 8.43 COPPER GOLDEN LIGHT BLOND      | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 9.43 COPPER GOLDEN VERY LIGHT BLOND | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 9.0 NATURAL SUPER BLEACHING BLOND   | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 9.01 ASH SUPER BLEACHING BLOND      | 3.4OZ | \$14.95 | \$14.95 | N/A |
| 9.02 IRISÉE SUPER BLEACHING BLOND   | 3.4OZ | \$14.95 | \$14.95 | N/A |



|          |   |       |         |         |     |
|----------|---|-------|---------|---------|-----|
|          | 9.03 GOLDEN SUPER BLEACHING<br>BLOND        | 3.4OZ | \$14.95 | \$14.95 | N/A |
|          | 90.11 INTENSE ASH SUPER<br>BLEACHING BLOND  | 3.4OZ | \$15.95 | \$15.95 | N/A |
| Boosters | 0.0 BLEACHING BOOSTER                       |       | \$14.95 | \$14.95 | N/A |
|          | 0.1 HPLUS ASH BOOSTER/<br>CORRECTOR         |       | \$10.95 | \$10.95 | N/A |
|          | 0.3 HPLUS GOLDEN BOOSTER/<br>CORRECTOR      |       | \$10.95 | \$10.95 | N/A |
|          | 0.6 HPLUS RED BOOSTER/<br>CORRECTOR         |       | \$10.95 | \$10.95 | N/A |
|          | 0.7 HPLUS PURPLE BOOSTER/<br>CORRECTOR      |       | \$10.95 | \$10.95 | N/A |
|          | 0.8 HPLUS BLUE BOOSTER/<br>CORRECTOR        |       | \$10.95 | \$10.95 | N/A |
|          | 0.9 HPLUS GREEN BOOSTER/<br>CORRECTOR       |       | \$10.95 | \$10.95 | N/A |
| Hsystem  | Hbalance Post-Color Neutralizing<br>Shampoo |       | \$28.95 | \$40.00 | N/A |
|          | Hrestore Protein Treatment Spray            |       | \$22.95 | \$36.00 | N/A |
|          | Hscreen Skin + Scalp Protector              |       | \$20.95 | \$26.00 | N/A |
|          | Hmilk No Stress Conditioning<br>Treatment   |       | \$24.95 | \$27.00 | N/A |
|          | Hbalance Post-Color pH Mask                 |       | \$28.95 | \$45.00 | N/A |

|  |         |         |     |
|--|---------|---------|-----|
| Hypercolor Process Accelerator Oil       | \$36.95 | \$45.00 | N/A |
| Oway Hcatalyst 40 Volume Cream Developer | \$12.95 | \$13.00 | N/A |
| Oway Hcatalyst 30 Volume Cream Developer | \$12.95 | \$13.00 | N/A |
| Htone 9 Volume Cream Developer           | \$12.95 | \$13.00 | N/A |
| Hcatalyst 20 Volume Cream Developer      | \$12.95 | \$13.00 | N/A |
| Htech Pre-Color Clarifying Shampoo       | \$24.95 | \$26.00 | N/A |
| Hbleach Butter Cream Lightener           | \$39.95 | \$44.00 | N/A |
| Hbright Light Enhancing Fluid            | \$49.95 | \$55.00 | N/A |

Hmelt Pigments

|                     |         |         |     |
|---------------------|---------|---------|-----|
| AUTHENTIC CHESTNUT  | \$24.95 | \$30.00 | N/A |
| GLAMOUR COPPER GOLD | \$24.95 | \$30.00 | N/A |
| DIVINE GOLD         | \$24.95 | \$30.00 | N/A |
| SUNNY ORANGE        | \$24.95 | \$30.00 | N/A |
| MYSTERIOUS PURPLE   | \$24.95 | \$30.00 | N/A |
| RED ENERGY          | \$24.95 | \$30.00 | N/A |
| PLAYFUL ROSE        | \$24.95 | \$30.00 | N/A |
| BLUE CHARM          | \$24.95 | \$30.00 | N/A |
| GREEN HARMONY       | \$24.95 | \$30.00 | N/A |

|            |                                 |        |          |          |          |
|------------|---------------------------------|--------|----------|----------|----------|
| Hmelt Mask | AUTHENTIC CHESTNUT              |        | \$18.95  | \$21.00  | \$39.95  |
|            | MYSTERIOUS PURPLE               |        | \$18.95  | \$21.00  | \$39.95  |
|            | GLAMOUR COPPER GOLD             |        | \$18.95  | \$21.00  | \$39.95  |
|            | DIVINE GOLD                     |        | \$18.95  | \$21.00  | \$39.95  |
|            | RED ENERGY                      |        | \$18.95  | \$21.00  | \$39.95  |
|            | SUNNY ORANGE                    |        | \$18.95  | \$21.00  | \$39.95  |
| Owave      | Owave 1A                        |        | \$34.95  | \$35.00  | N/A      |
|            | Owave 1B                        |        | \$34.95  | \$35.00  | N/A      |
|            | Owave 2: Perm Neutralizer       |        | \$24.95  | \$25.50  | N/A      |
|            | Hstraighten                     |        | \$179.95 | \$150.00 | N/A      |
| Mens       | Face & Beard Hydrating Cleanser | 150 ML | \$20.95  | \$22.50  | \$45.00  |
|            | Softening Shave Cream           | 100 ML | \$16.95  | \$17.50  | \$35.00  |
|            | Repairing Aftershave Balm       | 50 ML  | \$25.95  | \$31.00  | \$62.00  |
|            | Face & Eye Energizing Texture   | 50 ML  | \$45.95  | \$55.00  | \$110.00 |
|            | Lip & Beard Salve               | 30 ML  | \$24.95  | \$28.00  | \$56.00  |
|            | Hair & Body Invigorating Wash   | 240 ML | \$18.95  | \$20.00  | \$40.00  |
|            | Raw Mud                         | 50 ML  | \$18.95  | \$20.00  | \$40.00  |
|            | Water Resin                     | 50 ML  | \$17.95  | \$20.00  | \$40.00  |

Oway Life

|                        |        |          |          |          |
|------------------------|--------|----------|----------|----------|
| Bungee Fiber           | 50 ML  | \$17.95  | \$20.00  | \$40.00  |
| Nocturnal Hair Remedy  | 100 ML | \$39.95  | \$44.00  | \$88.00  |
| Silver Steel Hair Bath | 240 ML | \$18.95  | \$22.00  | \$44.00  |
| OWN WAY Fragrance      | 100 ML | \$109.95 | \$136.50 | \$273.00 |
| OWN WAY Fragrance      | 10 ML  | \$29.95  | \$34.00  | \$68.00  |
| CONTATTO               |        | \$19.95  | \$33.00  | \$66.00  |
| AROMA POT              |        | \$26.95  | \$28.00  | \$56.00  |
| AROMA MUGS             |        | \$14.95  | \$20.00  | \$40.00  |
| SEGNO                  |        | \$124.95 | \$160.00 | \$320.00 |
| CRETA                  |        | \$99.95  | \$115.00 | \$230.00 |
| Nota                   | 7 ML   | \$15.95  | \$17.50  | \$35.00  |
| Nota <sup>2</sup>      | 50 ML  | \$59.95  | \$60.00  | \$120.00 |
| Nota <sup>3</sup>      | 240 ML | \$59.95  | \$60.00  | \$120.00 |
| Aroma                  | 70 G   | \$19.95  | \$22.00  | \$44.00  |
| Materia                | 80 G   | \$9.95   | \$10.00  | \$20.00  |
| Tratto                 | 160 ML | \$34.95  | \$35.00  | \$70.00  |
| Tratto                 | 500 ML | \$79.95  | \$80.00  | \$160.00 |
| Duetto                 | 240 ML | \$21.95  | \$24.00  | \$48.00  |
| IMPRONTA               |        | \$29.95  | \$36.00  | \$72.00  |