



Owave 2.0 New & Improved Changes Statement

Dear Valued Clients,

We're elated to announce the availability of our new and improved Oway Owave Perm and Relaxer product.

While the beautiful biodynamic botanicals and service processes surrounding Owave have not changed, there have been formula upgrades we wanted to provide in full transparency.

INGREDIENT REMOVALS

- **Polysorbate 20** was removed from both Owave 1A and 1B

***The Why:** By decreasing or increasing the ingredient Polysorbate 20 relative to the total amount of solution, this decreases the opportunity for the product to form crystals or crystallize.*

- **Benzyl Alcohol** was removed Owave 1B only

***The Why:** Benzyl Alcohol can lower the stability of the perm mix when paired with polysorbate and also contribute to crystallization.*

INGREDIENT ADDITIONS:

- **Cocamidopropyl Betaine:**

A medium-strength surfactant; It is also used in hair products as an emulsifying agent and thickener, and to reduce irritation purely ionic surfactants would cause.

***The Why:** This ingredient has been added to the Owave 1A and Owave 1B solutions. By adding to this updated formula, it effectively ensures that all ingredients have a stable consistency and emulsified properly.*

To celebrate our Owave enhancements, we've released our new [Owave Perm/Relaxer Relaunch Kit \[SAVE 15%\]](#).

We've also added the following Education & Technical Manuals, Ingredients & MSDS Sheets to your Oway Resources Area, available at:

<https://learn.simplyorganicbeauty.com/salon-resources> (you must be logged in to view).

At Simply Organic Beauty, we are dedicated to providing you the cleanest holistic beauty products that perform at the highest professional standards. With the release of Owave 2.0, we are proud to keep pioneering the holistic beauty product revolution with you and for you.

As always, please feel free to reach out for any support you may need for your art or business at 888-213-4744 or help@simplyorganicbeauty.com.

Thank you for your continued support, as we work together to change salons for the better.

Kindly,

Simply Organic Beauty

Your Simply Organic Beauty Family



**BIODYNAMIC
INGREDIENTS**



**GREEN
CHEMISTRY**



**FAIR TRADE
NETWORKS**



**SUSTAINABLE
DEVELOPMENT**



**HOLISTIC
WELLNESS**

Owave 1A Ingredients_ Resistant Hair types	Derived	Function
Aqua(Water) (ND)	Water	Water
Cysteamine HCL	Synthetic	Antioxidant, waving, straightening agent, Reducing
Ethanolamine (ND)	Coconut Oil	pH Adjuster
Ammonia Bicarbonate	Synthetic	pH Adjuster
Parfum (Fragrance)	Synthetic and Essential Oil blend	Deoderant
Helichrysum Italicum Extract (ND)	Plant	Conditioning Agent, masking and soothing ingredient
Prunus Spinosa Fruit Extract(O)	Fruit	Skin Conditioning Agent
Linum Usitatissimum(Linseed) Extract (FT)	Plant	Skin Conditioning Agent, fragrance
Salvia Hispanica Seed Extract (ND)	Plant	Emollient Skin Conditioning Agent
Caprylic Acid (ND)	Coconut oil	Cleansing Emulsifying Masking Surfactant
Xylitol (ND)	Plant	Humectant/ Skin Conditioning Agent
Cocamidopropyl Betaine	Coconut oil	Antistatic Cleansing Foam Boosting Conditioning
Etidronic Acid	Synthetic	Chelating Agent
Benzyl Alcohol(ND)	Plant	Preservative
Sodium Benzoate(ND)	Salt	Preservative
Potassium Sorbate (ND)	Fruit	Preservative
Citric Acid (ND)	Fruit	pH Adjuster/ Natural Preservative
(FT) Fair Trade	Ingredients Removed Wave Shaper	
(ND) Naturally Derived	Oats	
(B) BioDynamic	Hops	
(O) Organically Grown	Euterpe Oleracea Fruit Oil	
	Cysteine HCL	
	Styrene/VP Copolymer	
Changes from Original Owave Formula:		
Removed Polysorbate 20 from original formula		
Added Cocamidopropyl Betaine		

(FT) Fair Trade
 (ND) Naturally Derived
 (B) BioDynamic
 (O) Organically Grown



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Owave 1B Ingredients_ Treated Hair Types	DERIVED	FUNCTION
Aqua(Water) (ND)	Water	Water
Cysteamine HCL	Synthetic	Waving/Straightening Agent/ Bond Reshaping Agent
Ethanolamine (ND)	Coconut Oil	pH Adjuster
Ammonia Bicarbonate	Synthetic	pH Adjuster
Parfum	Essential Oil	Fragrance
Helichrysum Italicum Extract (ND)	Plant	Soothing and Conditioning Agent
Prunus Spinosa Fruit Extract(O)	Fruit	Skin Conditioning Agent
Linum Usitatissimum(Linseed) Extract (FT)	Plant	Skin Conditioning Agent
Salvia Hispanica Extract (ND)	Plant	Skin Conditioning Agent
Caprylic Acid (ND)	Coconut Oil	Cleansing Emulsifying and fragrance surfactant
Xylitol (ND)	Plant	Humectant and Skin Conditioning Agent
Cocoamidopropyl Betaine	Coconut Oil	Antistatic Cleansing Foam boosting Conditioning viscosity controlling
Etidronic Acid	Synthetic	Chelating Agent
Sodium Benzoate(ND)	Salt	Preservative
Potassium Sorbate (ND)	Fruit	Preservative
Citric Acid (ND)	Fruit	pH Adjuster/ Natural Preservative
(FT) Fair Trade	Ingredients Removed Wave Shaper	Ingredients Removed from OWave version 1 (original):
(ND) Naturally Derived	Oats	Polysorbate 20
(B) BioDynamic	Hops	Benzyl Alcohol
(O) Organically Grown	Euterpe Oleracea Fruit Oil	
	Cysteine HCL	Ingredients Added to new Owave 1(original):
	Styrene/VP Copolymer	Cocoamidopropyl Betaine

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 (ND) Naturally Derived
 (B) BioDynamic
 (O) Organically Grown



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Owave 2A Ingredients	Derived	Function
Water(ND)	Water	Water
Hydrogen Peroxide	Synthetic	Bond Former/Antimicrobial
Polysorbate 20 (ND)	Coconut	Surfactant
Cocamidopropyl Betaine(ND)	Coconut	Hair Conditioning Agent
Helichrysum Italicum Extract (B)	Plant	Hair Conditioning Agent
Prunus Spinosa Fruit	Fruit	Hair Conditioning Agent
Linum Usitatissimum(Linseed) Extract (FT)	Plant	Hair Conditioning Agent
Salvia Hispanica(FT)	Plant	Hair Conditioning Agent
Xylitol (ND)	Humectant	Hair Conditioning Agent
Caprylic Acid (ND)	Coconut	Antifungal
Parfum	Essential Oil Blend	Fragrance
Citric Acid (ND)	Fruit	pH Adjuster/Preservative
Tetrasodium EDTA	Synthetic	Chelating Agent
Phosphoric Acid	Synthetic	pH Adjuster
Disodium Pyrophosphate	Synthetic	Chelating Agent
Benzyl Alcohol (ND)	Plant	Preservative
Sodium Benzoate (ND)	Salt	Preservative
Potassium Sorbate(ND)	Fruit	Preservative
(FT) Fair Trade	Ingredients Removed Wave Shaper	
(ND) Naturally Derived	Oats	
(B) Biodynamic	Hops	
(O) Organically Grown	Euterpe Oleracea Fruit Oil	

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