



Hblonde

**MAINTENANCE AND SHINE PROGRAM
FOR BLONDE, WHITE AND GREY HAIR.**

Hblonde

Light or dark, cold or warm, **blonde colour has infinite shades, just like the personality of every woman** who chooses the unique allure this colour has.

Whether it is ash or golden, platinum or grey, caramel or in a trendy purple version, **blonde hair is a true declaration of personality.**

But lightening and bleaching could suck out the moisture from your hair, making it dry and devitalized. Moreover, repeated washing may cause the colour to fade, changing that unique and personal shade you have chosen.

To avoid this, we have developed **customized programs, ideal to maintain the glamour and brightness of this iconic colour.**



GOALS FOR BLONDE HAIR:

neutralisation of unwanted reflections, radiance and softness

THE MAIN NEEDS OF BLONDE HAIR ARE 3:



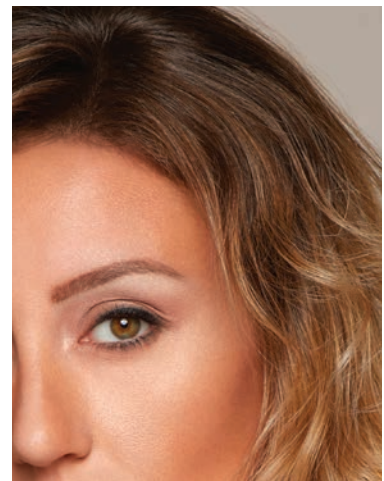
1. NEUTRALISE YELLOW AND ORANGE REFLECTIONS.

After reaching the perfect shade of blonde, over time the colour may be subject to unwanted changes in tone. Hair must therefore be treated with specific neutralising agents.



2. OBTAIN RADIANT SHADES.

To be beautiful, blonde hair must shine. Therefore, this type of hair needs treatments that can increase brightness.



3. HAVE HEALTHY AND VITAL HAIR.

The lightening necessary to obtain blonde hair could devitalize it. The hair must therefore be treated with specific agents that keep it healthy and elastic.



In the program Hblonde hair fibre damage is reduced thanks to **organic Mullein** and **biodynamic Dock**, which **revitalize** and **give extraordinary brightness** to hair.

Indeed, **ultraviolet pigments neutralise unwanted yellow and orange tones**, for pure and shiny shades.

The **ethical Date oil** from Burkina Faso, instead, **gives elasticity and nourishes the hair fibre**, improving its structure progressively after each use.



Hblonde hair bath

BAGNO PIGMENTATO ANTI-GIALLO E ILLUMINANTE
PER CAPELLI BIONDI, DECOLORATI E BIANCHI CON
ESTRATTO DI ROMICE BIODINAMICA, VERBASCO
BIOLOGICO E DATTERO ETICO // ANTI-YELLOW
AND ILLUMINATING PIGMENTED BATH FOR BLONDE,
BLEACHED AND GREY HAIR WITH BIODYNAMIC DOCK
EXTRACT, ORGANIC MULLEIN AND ETHICAL DATE

SLS & SLES FREE / PARABEN FREE / PETROLATUM FREE / PEG, PPG & BG FREE
/ EDTA FREE / SYNTHETIC FRAGRANCE FREE / GMO FREE / PHTHALATE FREE

O
WAY



Hblonde hair bath

ANTI-YELLOW AND ILLUMINATING BATH WITH BIODYNAMIC DOCK, ORGANIC MULLEIN AND ETHICAL DATE

- IDEAL FOR BLONDE, BLEACHED, GREY AND WHITE HAIR;
- RICH IN ULTRA-VIOLET PIGMENTS THAT IMMEDIATELY CONTRAST UNWANTED YELLOW AND ORANGE TONES;
- IT ELIMINATES IMPURITIES AND POLLUTANTS
- BIODYNAMIC DOCK RE-MINERALIZES AND PROTECTS THE HAIR AGAINST OXIDATION;
- THE PHYTOCOMPLEX BASED ON ORGANIC MULLEIN WHICH GIVES INCREDIBLE BRIGHTNESS;
- ETHICAL DATE OIL RESTORES, NOURISHES AND GIVES ELASTICITY TO HAIR FIBRE

AT HOME:

Apply to damp hair, and leave on for at least 2 minutes, then rinse thoroughly.

It is advisable to use Hblonde hair bath alternately with an Oway Care hair bath.

THE OWAY GREEN TECHNOLOGY FOR BRILLIANT BLONDE



ULTRAVIOLET NEUTRALISING AGENTS

Latest-generation pigments that contrast the yellow and orange tones in blonde and grey hair. They improve shine and purity in blonde hair.



BIODYNAMIC DOCK

Its content of iron, magnesium, potassium and calcium remineralizes hair fibre, while vitamins A and C offer energy and antioxidant protection. Dock is grown using the biodynamic method, the purest farming technique, which completely excludes the use of pesticides and synthetic fertilizers.



ETHICAL DATE OIL

Rich in saponins, it has moisturising and restorative qualities. It nourishes, restores hair elasticity and delivers lasting improvement to the structure of the hair fibre. Thanks to the presence of flavonoids, it has an antioxidant action that helps fight cellular ageing. Protects against the aggression of external agents.



PHYTOCOMPLEX BASED ON ORGANIC MULLEIN

An active techno-botanical active ingredient with extraordinary illuminating power. Mullein uses the principle of photoluminescence, and transforms invisible UV rays to add extraordinary shine to your hair. Mullein extract increases hair brilliance progressively, treatment after treatment. It protects against photo-oxidative stress due to UV rays. It makes hair look younger and healthier.

GOLDEN BLONDE

It is a warm, multidimensional, precious blonde. **Full of reflections, it catches the light and reproduces the unmistakable sun-kissed effect of those who like to spend a lot of time laying on the beach or surfing.**

For it to stand out in all its splendour, **golden blonde must be treated with products that contrast the unwanted yellow and orange reflections, and that nourish and protect the hair fibre.**

THE OWAY ROUTINE FOR GOLDEN BLONDE HAIR

IN THE SALON

■ CLEANSING



Hblonde hair bath

ANTI-YELLOW AND ILLUMINATING BATH WITH BIODYNAMIC DOCK,
ORGANIC MULLEIN AND ETHICAL DATE

■ CONDITIONING / HYDRATION / NOURISHMENT



Hmilk no stress

PROTECTIVE MILK FOR TECHNICAL TREATMENTS

+ 10-20 drops of hmelt divine gold

BRIGHTENING AND REVITALISING COLOUR CONCENTRATE



OR

color protection hair mask

COLOUR PROTECTION MASK

AT HOME

■ CLEANSING



Color protection hair bath

COLOUR PROTECTION HAIR BATH FOR COLOURED HAIR OR HAIR
WITH HIGHLIGHTS

■ HYDRATION / NOURISHMENT



Hmelt mask divine gold

REFLECTING, NOURISHING
AND ILLUMINATING PACK

TO USE ALTERNATED TO



color protection hair mask

COLOUR
PROTECTION MASK

■ COLOUR FIXING



color protection veil

COLOUR PROTECTION
SPRAY LOTION



PLATINUM BLONDE

IT is a type of blonde that certainly does not go unnoticed: glamorous and extreme, it is a true declaration of personality.

A cold tone by definition, the routine for platinum blonde hair requires the complete neutralisation of yellow and golden reflections and an extra nourishment treatment for the hair fibre, which could be desensitised by the bleaching necessary to obtain this shade.

THE OWAY ROUTINE FOR PLATINUM BLONDE HAIR

IN THE SALON

■ CLEANSING



Hblonde hair bath

ANTI-YELLOW AND ILLUMINATING BATH WITH BIODYNAMIC DOCK, ORGANIC MULLEIN AND ETHICAL DATE

+ 10-20 drops of Hmelt mysterious purple

BRIGHTENING AND REVITALISING COLOUR CONCENTRATE

■ CONDITIONING / HYDRATION / NOURISHMENT



Hmilk no stress

PROTECTIVE MILK FOR TECHNICAL TREATMENTS

+ 10-20 drops of Hmelt mysterious purple

BRIGHTENING AND REVITALISING COLOUR CONCENTRATE

AT HOME

■ CLEANSING



Hblonde hair bath

ANTI-YELLOW AND ILLUMINATING BATH WITH BIODYNAMIC DOCK, ORGANIC MULLEIN AND ETHICAL DATE

■ HYDRATION / NOURISHMENT



**Hmelt mask
mysterious purple**
PACK TO REACTIVATE
LIGHT AND COLOUR

■ COLOUR FIXING



**color protection
veil**
COLOUR PROTECTION
SPRAY LOTION



LIGHTENING EFFECTS

This is not a total blonde, but a more moderate choice.

Indeed, choosing highlights means illuminating your look without changing it completely.

Even in this case however you need a specific routine that preserves the brightness of the reflections, protects the hair from excessive dryness, and avoids yellowing.

THE OWAY ROUTINE FOR LIGHTENING EFFECTS

IN THE SALON

■ CLEANSING



Hblonde hair bath

ANTI-YELLOW AND ILLUMINATING BATH WITH BIODYNAMIC DOCK, ORGANIC MULLEIN AND ETHICAL DATE

+ 10-20 drops of Hmelt mysterious purple

BRIGHTENING AND REVITALISING COLOUR CONCENTRATE

■ CONDITIONING / HYDRATION / NOURISHMENT



Color protection hair mask

COLOUR PROTECTION MASK

AT HOME

■ CLEANSING



Color protection hair bath

COLOUR PROTECTION HAIR BATH FOR COLOURED HAIR OR HAIR WITH HIGHLIGHTS

■ HYDRATION / NOURISHMENT



COLD HIGHLIGHTS

**Hmelt mask
mysterious purple**
REFLECTING,
NOURISHING AND
ILLUMINATING PACK



WARM HIGHLIGHTS:

**Hmelt mask
divine gold**
PACK TO
REACTIVATE
LIGHT AND COLOUR



■ COLOUR FIXING

**color protection
veil**
COLOUR
PROTECTION
SPRAY LOTION



CARAMEL BLONDE

Halfway between chestnut and blonde, it is a mix perfect for those who feel like brunettes but also want to express their warm and luminous soul. The reflections of this shade of blonde turn towards gold and bronze, softening one's features.

This new shade should be protected against excessive changes in tone, preserving its warmth and brightness.

THE OWAY ROUTINE FOR CARAMEL BLONDE HAIR

IN THE SALON

■ CLEANSING



Hblonde hair bath

ANTI-YELLOW AND ILLUMINATING BATH WITH BIODYNAMIC DOCK, ORGANIC MULLEIN AND ETHICAL DATE

■ CONDITIONING / HYDRATION / NOURISHMENT



Hmilk no stress

PROTECTIVE MILK FOR TECHNICAL TREATMENTS

+ 10-20 drops of Hmelt glamour copper gold

REFLECTING, NOURISHING AND ILLUMINATING PACK

OR

color protection hair mask

COLOUR PROTECTION MASK

AT HOME

■ CLEANSING



color protection hair bath

COLOUR PROTECTION HAIR BATH FOR COLOURED HAIR OR HAIR WITH HIGHLIGHTS

■ HYDRATION / NOURISHMENT



Hmelt mask glamour copper gold

REFLECTING, NOURISHING AND ILLUMINATING PACK

■ OR



color protection hair mask

MASCHERA PROTEZIONE COLORE

■ COLOUR FIXING



color protection veil

COLOUR PROTECTION SPRAY LOTION



GREY BLONDE

It is the coldest and most fashionable version of blonde hair.

Whether it is achieved through total bleaching or it is a natural grey, **it is essential to neutralise the yellow tones and give light to the hair in order to bring out its silver reflections.**

THE OWAY ROUTINE FOR GREY BLONDE HAIR

IN THE SALON

■ CLEANSING



Hblonde hair bath

ANTI-YELLOW AND ILLUMINATING BATH WITH BIODYNAMIC DOCK,
ORGANIC MULLEIN AND ETHICAL DATE

+ 10-20 gocce Hmelt blue charm

BRIGHTENING AND REVITALISING COLOUR CONCENTRATE

PROCESSING TIME: MIN. 5 MINUTES OF APPLICATION

■ CONDITIONING / HYDRATION / NOURISHMENT



color protection hair mask

COLOUR PROTECTION MASK

AT HOME

■ CLEANSING



Hblonde hair bath

ANTI-YELLOW AND ILLUMINATING BATH WITH BIODYNAMIC DOCK,
ORGANIC MULLEIN AND ETHICAL DATE

PROCESSING TIME: MIN. 5 MINUTES OF APPLICATION

■ HYDRATION / NOURISHMENT



color protection hair mask

COLOUR
PROTECTION MASK

■ COLOUR FIXING



color protection veil

COLOUR PROTECTION
SPRAY LOTION



PURPLE BLONDE

It is a trendy and original choice with a strong personality: indeed, blonde hair with purple reflections does not go unnoticed but rather is the most fashionable shade of blonde you can find.

With such a particular shade, a change in colour tone is frequent. This shade therefore needs a very accurate routine, which enhances and brightens the reflections and at the same time protects the hair from yellowing.

THE OWAY ROUTINE FOR PURPLE BLONDE HAIR

IN THE SALON

■ CLEANSING



Hblonde hair bath

ANTI-YELLOW AND ILLUMINATING BATH WITH BIODYNAMIC DOCK, ORGANIC MULLEIN AND ETHICAL DATE

+ 10-20 drops of Hmelt mysterious purple
BRIGHTENING AND REVITALISING COLOUR CONCENTRATE
PROCESSING TIME: MIN. 5 MINUTES OF APPLICATION

■ CONDITIONING / HYDRATION / NOURISHMENT



Hmilk no stress

PROTECTIVE MILK FOR TECHNICAL TREATMENTS

+ 10-20 drops of Hmelt mysterious purple
BRIGHTENING AND REVITALISING COLOUR CONCENTRATE
PROCESSING TIME: MIN. 10-15 MINUTES OF APPLICATION

AT HOME

■ CLEANSING



Hblonde hair bath

ANTI-YELLOW AND ILLUMINATING BATH WITH BIODYNAMIC DOCK, ORGANIC MULLEIN AND ETHICAL DATE

■ HYDRATION / NOURISHMENT



**Hmelt mask
mysterious purple**
PACK TO REACTIVATE
LIGHT AND COLOUR

■ COLOUR FIXING



**color protection
veil**
COLOUR PROTECTION
SPRAY LOTION

