

O

WAY

Men

TREATMENTS AND WELLNESS FOR FACE, BEARD, BODY AND HAIR WITH PRIMORDIAL, TECHNO-BOTANICAL, BIODYNAMIC AND ORGANIC ACTIVE INGREDIENTS.

OW MEN

**is the collection
of men's products
that encloses the
power of **three
extraordinary
manifestations
of Nature in
every formula.****



OWAY RESEARCH HAS CAPTURED THE **EXCEPTIONAL ANTIOXIDANT AND ANTI-AGING PROPERTIES** CONTAINED IN **PRIMORDIAL ACTIVE INGREDIENTS**, DEVELOPED **GREEN CHEMISTRY TECHNIQUES** TO OBTAIN THE MOST ADVANCED **TECHNO-BOTANICALS**, AND FOLLOWED CULTIVATION OF PLANTS, FLOWERS AND TREES TO EXTRACT **THE PUREST AND MOST EFFECTIVE BIODYNAMIC INGREDIENTS** FROM THEM.



PRIMORDIAL ACTIVE INGREDIENTS from the most extreme habitats.

SOLITARY DESERTS. IMPOSING MOUNTAINS. THREATENING VOLCANOES.
RAIN FORESTS. FROZEN LANDS.

IN THESE WILD AND UNCONTAMINATED HABITATS IT IS POSSIBLE TO FIND **PLANTS** THAT HAVE DEVELOPED EXTRAORDINARY SURVIVAL STRATEGIES AND HENCE ARE **INCREDIBLY RICH IN ANTIOXIDANTS, NUTRIENTS AND MINERALS FULL OF REVITALISING AND DETOXIFYING TRACE ELEMENTS.**

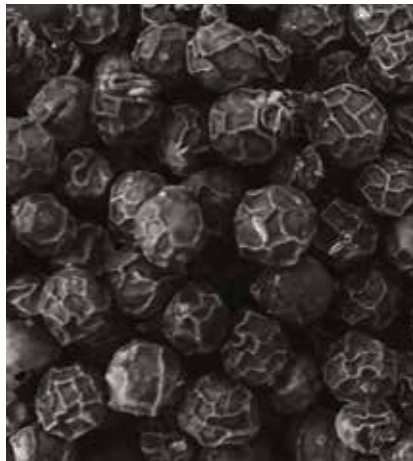
OW MEN research has captured these exceptional properties, **creating formulas that transfer the extraordinary regenerating and transformative properties of the plants and minerals they are derived from to skin and hair.**



RESURRECTION PLANT

Regenerating, anti-oxidant, moisturising, protective, long-lasting powerful effects.

Habitat: Mexican Desert.



ORGANIC MAQUI

Also called Patagonian Blueberry, it is considered the most powerful super berry found in Nature. Contains delphinidin, which produces cellular energy and slows down the ageing process.

Habitat: Patagonia.



ETHICAL BACURI

Rich in vitamins A, B and C, antioxidants and minerals, it is extremely nourishing and emollient on skin and hair.

Habitat: rainforest.



ETHICAL CARAMBOLA

Rich in antioxidants, minerals and phytonutrients with antioxidant properties. Fights free radicals that lead to skin and hair ageing.

Habitat: rainforest.



ZEOLITE

Performs an anti-stress, re-mineralising and detoxifying action. Particularly indicated for sensitive skin.

Habitat: volcanic soils.



SIBERIAN GINSENG

Source of cellular energy, it is ideal for regenerating skin subjected to stress and reinforcing the skin's immune system.

Habitat: Siberia and Mongolia.

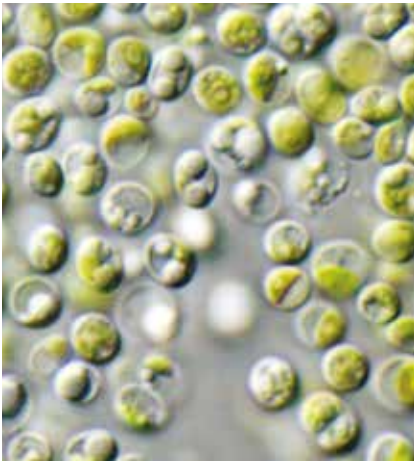


TECHNO-BOTANICALS from the most progressive *green chemistry.*

MAXIMUM POWER PHYTO-PEPTIDES, PLANT-BASED HYALURONIC ACID, BOOSTER BIOFERMENTS FOR CELL RENEWAL AND STRENGTH, PLANT STEM CELLS, ESTERS OF GRADUAL ABSORPTION, VEGETABLE CELLULOSE.

EACH OW MEN FORMULA CONTAINS ACTIVE INGREDIENTS FRUIT OF THE MOST ADVANCED GREEN CHEMISTRY. STARTING FROM VEGETABLE BASES, THE OW LABS HAVE GIVEN LIFE TO INGREDIENTS THAT RECREATE PERFECTLY SKIN-LIKE AND HAIR-LIKE STRUCTURES.

Synergistically similar, these active ingredients are received and assimilated by the skin and hair, which use them to increase the skin's immune defences, re-compact and firm the tissues, replump the hair fibre and give cell cohesion and hydration.



BIOFERMENTS

They supply essential nutrients to the cells, also managing to compensate for any deficiencies. They strengthen the cellular cohesion of the tissues, making them more compact. They stimulate the repair and regeneration of the skin.



PHYTO-PEPTIDES

Thanks to the reduced molecular weight, which enables them to penetrate deep into the hair fibre, they perform a replumping and densifying action on the hair fibre and give strength, volume and structure to the hair.



PLANT-DERIVED HYALURONIC ACID

Increases cell hydration, improves skin elasticity, reduces wrinkles, densifies and compacts the skin.



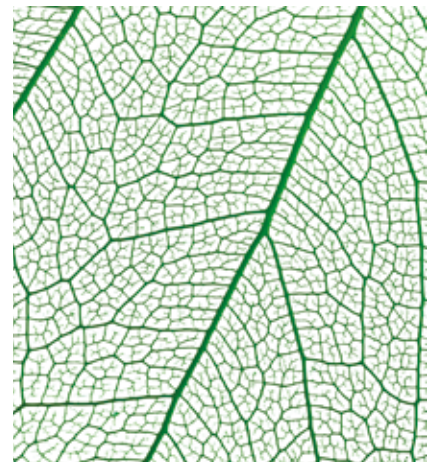
PLANT STEM CELLS

Plant stem cells work on two fronts: they inhibit the action of the enzyme 5-alpha reductase, which triggers the reaction responsible for hair loss, and they stimulate the activity of dermal papilla cells, responsible for hair growth and strength.



ESTERS OF VEGETABLE ORIGIN

Of different molecular weight, their combination enables gradual absorption by the skin, for deep-down and long-lasting nutrition.



VEGETABLE CELLULOSE

Balances sebaceous activity, fighting the oily appearance characteristic of men's skin and giving it a uniform matte effect.

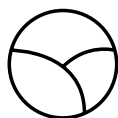


Biodynamic active ingredients. OW AGRICOSMETICS.

WE BELIEVE IN HEALTHY, CLEAN AND EFFECTIVE AGRICOSMETICS, WHICH STARTS FROM THE LAND. BIODYNAMIC PHYTO-ACTIVE INGREDIENTS ARE OPERATIVE IN ALL OW MEN FORMULAS.

IN OUR ORTOFFICINA BIODYNAMIC FARM ESTATE, IN THE BOLOGNA HILLS, WE USE THE BIODYNAMIC METHOD TO GROW PLANTS, FLOWERS, FRUITS AND TREES WHICH BECOME HYDROLATS, ESSENTIAL OILS AND CONCENTRATED EXTRACTS PRESENT IN THE OW TREATMENTS.

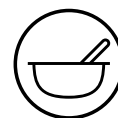
The biodynamic method is the purest and most effective type of cultivation: free of pesticides, herbicides, insecticides and synthetic fertilisers used in conventional agriculture, it respects the plant and the environment following 3 fundamental principles:



Maintaining the fertility of the land, respecting the man, the plants, the soil and the Planet



Making the plants healthy and strong so that they can withstand the sun, climatic inconveniences and infesting parasites without any use of chemical synthesis



Producing the highest quality ingredients, loaded of all the purest functional principles



BIODYNAMIC JUNIPER

Soothing and softening action, it fights irritation. It also stimulates the microcirculation of the scalp, helping fight hair loss and alopecia. Restores and strengthens the hair fibre.



BIODYNAMIC LAUREL

Rich in vitamins (A, C and B) and mineral salts, Laurel performs an antioxidant action and fights free radicals, preserving the hair's youthfulness.



BIODYNAMIC RICE

Rich in essential fatty acids, proteins and mineral salts, Rice gives structure and hydration to the hair fibre.



ORGANIC HOPS

Organic hops stimulate the scalp cellular metabolism, with skin regeneration effects that stimulate new formation of the bulbs.



BIODYNAMIC ANISE

Performs an antioxidant action that fights free radicals caused by external agents.



ORGANIC AGRIMONY

Astringent and antiseborrhoeic properties, it decreases the production of sweat and sebum. Decongesting, anti-redness and soothing function.



ORGANIC SAFFLOWER

Rich in Omega 6 and 9, the Safflower oil nourishes deep down, restores the lipids balance and rebuilds the skin. Helps keep the skin soft and preserves its elasticity.



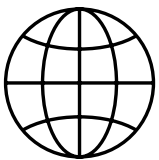
ORGANIC BLACK CUMIN

Black Cumin nourishes and strengthens hair bulb, thus stimulating local microcirculation. Performs a soothing and anti-redness action on the scalp.



Fair trade ingredients.

OW HAS ACTIVATED THE COOPERATION WITH INTERNATIONAL NETWORKS OF FAIR TRADE PURCHASE TO SUPPORT THE DEVELOPMENT OF THE POOR COUNTRIES OF THE WORLD. RAW MATERIALS ARE FAIR TRADE, AND OBTAINED THROUGH SUSTAINABLE DEVELOPMENT PROJECTS THAT PROMOTE THE ECONOMY OF LOCAL COMMUNITIES.



Through our partner suppliers we purchase Bacuri Butter¹ from the Amazon rain forests and Carambola extract² from Costa Rica.





Glass and aluminium packaging.

NOW USES GLASS AND ALUMINIUM FOR ALL BOTTLES, JARS AND TUBES.

AMBER GLASS IS ABLE TO **PROTECT THE PRESERVATION AND INTEGRITY OF THE BOTANICAL EXTRACTS** CONTAINED IN OUR FORMULAS, SHIELDING THEM FROM UV RAYS AND PROTECTING THEM FROM BACTERIA.

ALUMINIUM IS EXTREMELY PROTECTIVE AND CORROSION RESISTANT.

100% RECYCLABLE AND INFINITELY REUSABLE.

We have chosen to use only essential packaging in order to minimise our impact on the environment. **No overpackaging, external wrapping or packs, which are often immediately thrown away after a purchase has been made.**



FACE, BEARD & BODY

PRODUCTS FOR THE DAILY TREATMENT OF SKIN, BEARD AND LIPS based on concentrated ingredients that meet the specific needs of men's skin.

Resurrection plant from the Mexican desert, Siberian Ginseng from the vastness of Siberia and Mongolia, Maqui from the vast Patagonia region, Zeolite from the encounter between volcanic lava and seawater, Bacuri and Carambola from the rain forests, obtained from fair trade marketplaces.

These primordial active ingredients work in synergy with latest generation green chemistry like plant-derived Hyaluronic Acid, Bioferments, and biodynamic Juniper and Laurel.

PARABEN FREE / SILICONE FREE / PETROLATUM FREE / PEG, PPG & BG FREE / EDTA FREE / SYNTHETIC FRAGRANCE FREE / ARTIFICIAL COLORANTS FREE / GMO FREE / PHTHALATE FREE / **DERMATOLOGICALLY TESTED / NICKEL TESTED**

face & beard hydrating cleanser

CLEANSING MOUSSE FOR FACE AND BEARD WITH BIODYNAMIC JUNIPER, ORGANIC MAQUI, ETHICAL BACURI AND PLANT-DERIVED HYALURONIC ACID.

FOR:

- **ALL SKIN TYPES, WITH OR WITHOUT BEARD**



150 ml

BENEFITS:

- ***Removes impurities and excess sebum from face and beard***
- ***Hyaluronic acid gives hydration and helps skin stay young and elastic***
- ***Provides freshness and relief to your skin***
- ***Antioxidant action for stressed skins***
- ***Makes skin look smooth***
- ***Ideal to remove shaving residues***
- ***Dermatologically tested / nickel tested***

USE:

Massage morning and evening on wet face and beard. Rinse. Apply FACE & EYE ENERGIZING TEXTURE.

PRIMORDIAL ACTIVE INGREDIENTS: ORGANIC MAQUI, ETHICAL BACURI, ZEOLITE
TECHNO-BOTANICAL INGREDIENTS: PLANT-DERIVED HYALURONIC ACID
BIODYNAMIC PHYTO EXTRACTS: JUNIPER

softening shave cream

MOISTURISING FLUID SHAVE CREAM WITH BIODYNAMIC JUNIPER, ORGANIC MAQUI, ETHICAL BACURI AND BIOFERMENTS.

FOR:

- **ALL SKIN TYPES**
- **ALSO IDEAL FOR REDNESS-PRONE SKIN**



100 ml

BENEFITS:

- ***Rich, protective and moisturising*** creamy shaving mousse
- ***Prepares skin to enable the blade to glide effortlessly*** without the risk of cuts
- ***Guarantees a relaxing and comforting*** shaving ritual
- ***Rich in soothing and emollient*** plant-derived agents
- ***Strengthens the skin immune defences*** thanks to its bioferments
- ***Dermatologically tested / nickel tested***

USE:

Moisten skin and spread the product with your hands on the areas to be shaved. Proceed with shaving. Rinse. Apply REPAIRING AFTERSHAVE BALM.

PRIMORDIAL ACTIVE INGREDIENTS: ORGANIC MAQUI, ETHICAL BACURI, ZEOLITE
TECHNO-BOTANICAL INGREDIENTS: BIOFERMENTS
BIODYNAMIC PHYTO EXTRACTS: JUNIPER

repairing aftershave balm

REPAIRING AFTERSHAVE BALM
WITH BIODYNAMIC JUNIPER, ORGA-
NIC MAQUI, ETHICAL BACURI AND
SIBERIAN GINSENG.

FOR:

- **ALL SKIN TYPES**



50 ml

BENEFITS:

- *Light yet **deeply restorative** texture*
- ***Regenerates the skin** following micro-damage caused by shaving, like small nicks and scratches*
- ***Soothes the skin**, providing immediate relief and freshness*
- *Controls excess oiliness, giving skin a **matte appearance***
- ***Evens out and smoothes** the skin*
- *The bioferments **rebuild, fortify and compact** the skin*
- ***Dermatologically tested / nickel tested***

USE:

After shaving with SOFTENING SHAVE CREAM, apply to clean, dry skin.

PRIMORDIAL ACTIVE INGREDIENTS: ORGANIC MAQUI, ETHICAL BACURI, ZEOLITE, SIBERIAN GINSENG

TECHNO-BOTANICAL INGREDIENTS: BIOFERMENTS

BIODYNAMIC PHYTO EXTRACTS: JUNIPER

face & eye energizing texture

ANTI-AGEING EMULSION FOR FACE AND AREA AROUND THE EYES WITH BIODYNAMIC JUNIPER, ORGANIC MAQUI, ETHICAL BACURI AND RESURRECTION PLANT.

FOR:

- **ALL SKIN TYPES**



50 ml

BENEFITS:

- **2 in 1 emulsion** for facial skin and the area around the eyes
- **Rapidly absorbed** texture
- **Counteracts the signs of time and skin ageing**
- **Helps smooth wrinkles and makes the skin compact and elastic**
- **Energises the skin**, fights oxidative stress and tiredness
- **Controls excess oiliness**, giving skin a **matte appearance**
- The Resurrection plant **stimulates cell regeneration** and fights free radicals
- **Dermatologically tested / nickel tested**

USE:

Apply every day, morning and evening, after cleansing with FACE & BEARD HYDRATING CLEANSER.

PRIMORDIAL ACTIVE INGREDIENTS: ORGANIC MAQUI, ETHICAL BACURI, ZEOLITE, RESURRECTION PLANT

TECHNO-BOTANICAL INGREDIENTS: VEGETABLE CELLULOSE

BIODYNAMIC PHYTO EXTRACTS: JUNIPER

lip & beard salve

SOFT NOURISHING WAX FOR BEARD AND LIPS WITH BIODYNAMIC LAUREL, ORGANIC BLACK CUMIN, ETHICAL BACURI AND SAFFLOWER.

FOR:

- **ALL SKIN TYPES**



30 ml

BENEFITS:

- *Composed of 100% naturally derived ingredients*
- **2 in 1 product** for beard and lips
- **Nourishes and moisturises without weighing down**
- **Dermatologically tested / nickel tested**

BEARD:

- **Softens and tames** your beard
- **Tames and texturises**, making it neat and orderly
- **Nourishes the skin** under your beard
- Gives a pleasant **sensation of freshness**

LIPS:

- **Nourishes, soothes and regenerates** chapped or dry lips
- **Protects** from wind and cold
- For **soft, hydrated lips**

USE:

Apply to clean, dry beard and/or lips. When applying to beard, rub all the way down to the skin until fully absorbed.

PRIMORDIAL ACTIVE INGREDIENTS: ETHICAL BACURI

TECHNO-BOTANICAL INGREDIENTS: POOL OF ESTERS OF VEGETABLE ORIGIN

BIODYNAMIC PHYTO EXTRACTS: LAUREL

hair & body invigorating wash

REVITALISING HAIR AND BODY SHOWER GEL WITH BIODYNAMIC JUNIPER, ORGANIC MAQUI, ETHICAL CARAMBOLA AND PLANT-DERIVED HYALURONIC ACID.

FOR:

• **SUITABLE FOR ALL TYPES OF SKIN AND HAIR**



240 ml

BENEFITS:

- **2 in 1 cleanser** for hair and body
- Ideal for **daily use and post-sport**
- **Gently** removes impurities and excess sebum
- **Provides hydration, elasticity and youthfulness** to the skin and hair fibre
- Gives a **burst of strength and energy**
- Leaves hair clean, soft and full of body
- **Dermatologically tested / nickel tested**

USE:

Apply to damp hair and skin, massage and rinse.

PRIMORDIAL ACTIVE INGREDIENTS: ORGANIC MAQUI, ETHICAL CARAMBOLA
TECHNO-BOTANICAL INGREDIENTS: PLANT-DERIVED HYALURONIC ACID
BIODYNAMIC PHYTO EXTRACTS: JUNIPER



STYLING

SHAPE AND STRENGTHEN YOUR HAIR IN A SINGLE STEP WITH OW MEN PRODUCTS.

A new vision of men's styling: products that shape, sculpt, separate the locks and at the same time actively work on the stem, giving strength and thickening the hair fibre.

Phyto-peptides are plant-derived micromolecules which, thanks to their reduced molecular weight, penetrate deeply into the hair structure, replumping it, giving it volume and protecting it from oxidation. The Bacuri Butter moisturises and conditions, while the Laurel essential oil supplies vitamins and energy.

PARABEN FREE / PETROLATUM FREE / PEG, PPG & BG FREE / EDTA FREE / SYNTHETIC FRAGRANCE FREE / ARTIFICIAL COLORANTS FREE / GMO FREE / PHTHALATE FREE

water resin

STYLING HAIR POMADE WITH BIODYNAMIC LAUREL, ORGANIC BLACK CUMIN, ETHICAL BACURI AND PHYTO-PEPTIDES.

FOR:

- **MEDIUM HOLD AND SATIN FINISH**
- **ALL TYPES OF HAIR**



50 ml

BENEFITS:

- *2 in 1 product: **styling + stem strengthening treatment***
- ***Extremely versatile, clear, water-based pomade***
- ***Strengthens and replumps** the hair fibre thanks to the phyto-peptides*
- ***Softens and tames curly hair***
- ***Controls straight hair**, even when fine, preserving its density and structure*
- ***Ideal for long-lasting wet and orderly looks***
- *Rich in emollient plant-derived ingredients, **provides hydration and conditioning***
- *Protective action against external agents*

USE:

Rub between your hands and apply to damp or dry hair. Shape according to the desired style.

PRIMORDIAL ACTIVE INGREDIENTS: ETHICAL BACURI
TECHNO-BOTANICAL INGREDIENTS: PHYTO-PEPTIDES
BIODYNAMIC PHYTO EXTRACTS: LAUREL

raw mud

UNSTRUCTURED SUBSTANCE FOR HAIR WITH BIODYNAMIC LAUREL, ORGANIC BLACK CUMIN, ETHICAL BACURI AND PHYTO-PEPTIDES.

FOR:

- **EXTRA-STRONG, RESISTANT HOLD AND MATTE FINISH**
- **MEDIUM AND THICK HAIR**
- **IDEAL FOR SHORT AND MEDIUM HAIR**



50 ml

BENEFITS:

- *2 in 1 product: **styling + stem strengthening treatment***
- *The kaolin gives a natural extra-matte effect*
- ***Sculpts in an extra-decisive and long-lasting way***
- ***Strengthens, densifies and gives volume*** to the hair fibre thanks to the phyto-peptides
- *Makes hair **look thicker and fuller***
- ***Re-mineralises dry, devitalised hair***
- *Rich in emollient plant-derived ingredients, **provides hydration and conditioning***
- *Protective action against external agents*

USE:

Rub between your hands and apply to damp or dry hair. Shape according to the desired style.

PRIMORDIAL ACTIVE INGREDIENTS: ETHICAL BACURI
TECHNO-BOTANICAL INGREDIENTS: PHYTO-PEPTIDES
BIODYNAMIC PHYTO EXTRACTS: LAUREL



bungee fiber

ELASTIC FIBROUS HAIR PASTE WITH BIODYNAMIC LAUREL, ORGANIC BLACK CUMIN, ETHICAL BACURI AND PHYTO-PEPTIDES.

FOR:

- **STRONG AND FLEXIBLE HOLD WITH NATURAL FINISH**
- **IDEAL TO GIVE DEFINITION TO WAVY AND CURLY HAIR**



50 ml

BENEFITS:

- *2 in 1 product: **styling + stem strengthening treatment***
- ***Elastic fibrous texture**, excellent for all lengths*
- ***Strengthens, densifies and gives volume** to the hair fibre thanks to the phyto-peptides*
- *Ideal for **wavy and tousled looks***
- ***Shapes, reshapes and separates locks***
- *Rich in emollient plant-derived ingredients, **provides hydration and conditioning***
- *Protective action against external agents*

USE:

Rub between your hands and apply to damp or dry hair. Shape according to the desired style.

PRIMORDIAL ACTIVE INGREDIENTS: ETHICAL BACURI
TECHNO-BOTANICAL INGREDIENTS: PHYTO-PEPTIDES
BIODYNAMIC PHYTO EXTRACTS: LAUREL



MEN'S SPECIALIST

CUSTOM-MADE BASED ON EACH MAN'S SPECIFIC NEEDS.

To counteract androgenetic hair loss, a spray lotion based on Chronobiology, formulated to work during the night, when circadian rhythms make the scalp maximally predisposed to the absorption of the active ingredients.

Dedicated to men who want to give maximum emphasis to grey and white hair and counteract the yellow effect, a hair bath that illuminates it and neutralises undesired tones.

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

nocturnal hair remedy

FORTIFYING LOTION FOR SCALP AND HAIR PRONE TO FALLING OUT WITH BIODYNAMIC ANISE, ORGANIC HOPS, ETHICAL CARAMBOLA AND PLANT STEM CELLS.

FOR:

- **MEN'S SCALP AND HAIR PRONE TO ANDROGENETIC HAIR LOSS**



100 ml

BENEFITS:

- ***It supports the circadian rhythms of skin and hair to convey the active ingredients in a targeted manner during the night***
- ***Stimulates the activity of the skin's nocturnal clock gene, increasing the cell regeneration and repair activity that occurs during sleep***
- *The basil stem cells inhibit the action of the enzyme 5-alpha reductase, the cause of hair weakening and loss*
- *Stimulates dermal papilla cells and rejuvenates the scalp*
- ***Dermatologically tested / nickel tested***

USE:

Apply evening on clean scalp. Leave to act for a few minutes. Dry if necessary. Apply 3-4 times a week for at least 3 months. Shake before use.

PRIMORDIAL ACTIVE INGREDIENTS: ETHICAL CARAMBOLA
TECHNO-BOTANICAL INGREDIENTS: PLANT STEM CELLS
BIODYNAMIC PHYTO EXTRACTS: ANISE

silver steel hair bath

ANTI-YELLOW ILLUMINATING HAIR BATH FOR GREY AND WHITE HAIR WITH BIODYNAMIC RICE, ORGANIC AGRIMONY, ETHICAL CARAMBOLA AND PHYTO-PEPTIDES.

FOR:

- **GREY HAIR, WHITE HAIR, SALT AND PEPPER HAIR**



240 ml

BENEFITS:

- *Hair bath that **neutralises unwanted yellow and golden tones***
- ***Gives brilliance and shine***
- ***Gently cleanses** away excess sebum and impurities*
- *Leaves **hair soft and light***
- ***The phyto-peptides give strength and density to hair***

USE:

Apply to damp hair, massage, and rinse.

PRIMORDIAL ACTIVE INGREDIENTS: ETHICAL CARAMBOLA

TECHNO-BOTANICAL INGREDIENTS: PHYTO-PEPTIDES

BIODYNAMIC PHYTO EXTRACTS: BIODYNAMIC RICE

GESTURES AND SYNERGIES FOR DAILY CHALLENGES

CLEANSE AND MOISTURIZE ALL FACE SKIN TYPES, WITH OR WITHOUT BEARD

- 1) Morning and evening, cleanse with **FACE & BEARD HYDRATING CLEANSER**
 - 2) Morning and evening, apply **FACE & EYE ENERGIZING TEXTURE** on the face and area around the eyes.
-

SHAVING RITUALS

- 1) Apply **SOFTENING SHAVE CREAM** with your hands onto damp skin before shaving.
 - 2) Proceed with shaving with **LINEA** and rinse.
 - 3) Remove eventual residues with **FACE & BEARD HYDRATING CLEANSER**.
 - 4) Apply **REPAIRING AFTERSHAVE BALM**.
-

CLEANSE ALL TYPES OF SKIN AND HAIR

Every day or after sport activities, use **HAIR & BODY INVIGORATING WASH** on body and hair, and rinse. After a shower, use **VERSO** to disentangle and tame hair.

DAILY CARE FOR BEARD AND LIPS

- 1) **BEARD:** to soften and manage your beard and avoid the flaking process of underlying skin, apply **LIP & BEARD SALVE** whenever you feel the need. Use **VERSO** to disentangle and tame your beard.

2) LIPS: apply **LIP & BEARD SALVE** on your lips to nourish and regenerate them.

SCULPT, MODEL AND SHAPE REINFORCING HAIR STEMS

1) WATER RESIN

MEDIUM HOLD AND SATIN FINISH FOR ALL HAIR TYPES. Softens and tames curly hair. Controls straight hair. Ideal for wet looks. Use **VERSO** to get perfectly managed hair.

2) BUNGEE FIBER

STRONG AND FLEXIBLE HOLD WITH NATURAL FINISH FOR CURLY AND WAVY HAIR. Elastic fibrous texture, ideal for all lengths. Tousled look and separation.

3) RAW MUD

EXTRA-STRONG HOLD AND MATTE FINISH FOR MEDIUM AND THICK HAIR AND SHORT AND MEDIUM-LENGTH CUTS. Sculpts in an extra-decisive and long-lasting way. Makes hair look thicker and fuller.

COUNTERACTING HAIR LOSS

NOCTURNAL HAIR REMEDY fights men's hair loss and stimulates the scalp. It follows your scalp's circadian rhythms, delivering active ingredients at night, at the time of maximum receptivity.

ILLUMINATE WHITE, GREY AND SALT & PEPPER HAIR

SILVER STEEL HAIR BATH gently cleanses, gives shine and strength to hair fibre and fights unwanted reflections. After washing, use **VERSO** to disentangle and manage hair.



SALON

LINEA

Precious metal 100% *double-edge* safety razor. Elegant and minimalist. It allows a perfect shave, protecting your skin from cuts. With its double-blade technology, it flows perfectly on the skin. Ergonomic handle and balanced weight were designed to ensure maximum fluidity and precision during daily shaving routine. Satin gold. Using LINEA reduces the pollution caused by the use of common disposable plastic razors.

CHARACTERISTICS: 3 ELEMENTS, DOUBLE BLADE
MATERIALS: STAINLESS STEEL AND ALUMINIUM
DIMENSIONS: 110 X 41 MM
COLOR: SATIN GOLD





VERSO

Precious satin gold 100% aluminium comb. Antistatic, light and finely crafted. Designed to disentangle and tame hair without breaking or stressing strands. Also ideal for beards. Ensures perfect gliding on hair strands. Its size makes it ideal for everyday use and traveling. It is made of aluminium, 100% recyclable and infinitely reusable.

CHARACTERISTICS: MEDIUM-TEETH COMB
FOR HAIR AND BEARD
MATERIAL: ALUMINIUM
DIMENSIONS: 124 MM
COLOR: SATIN GOLD





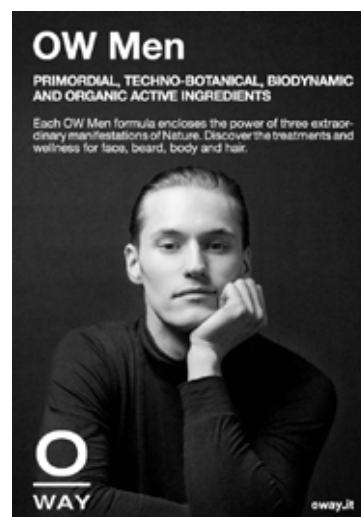
OW MEN RECYCLED WOOD DISPLAY

An elegant counter display made of recycled wood to focus attention in the salon on the new OW MEN line. It promotes the display of line products by type and any valuable related tools (comb and razor). It includes a space for inserting brochures. A crowner presenting the line features, available in Italian and English completes the promotion message.



OW MEN CONSUMER BROCHURE

A strictly FSC-paper consumer brochure introduces the innovative features of the OW MEN line to all salon customers. It describes the strengths of the line, as well as the products and the innovative active ingredients contained in each formula. Available in Italian, English, Spanish, French and German.



OW MEN VISUAL

A 68x97.5 cm visual display to introduce the OW MEN line in a decisive and effective manner. For salon windows or inside spaces. It can be added to the OW WINDOW SWITCH DISPLAY.



OW MEN ECO-BOWLER BAG

Eco-friendly FSC black paper case to put together customised OW MEN retail kits at the salon. The cotton handles make it a green and original item.



WRAPPING TISSUE PAPER

OW customised protective paper to wrap the products to be added to the OW MEN ECO-BOWLER BAG.





Find out more on oway.it

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