



## SMOOTHING SERVICES: FAQ'S & INFORMATION

1. BRAZILIAN BLOWOUT & BRAZILIAN EXPRESS -  
<https://www.brazilianblowout.com/products/original/#FAQ>
2. KERATIN/KERATIN EXPRESS  
<https://keratincomplex.com/pages/faq>
3. OWAY HSTRAIGHTEN - pg. 2-23
4. CEZANNE TREATMENT  
<https://cezanne-hair.com/pages/frequently-asked>
5. QIQI SMOOTHING - pg. 24-34



# HSTRAIGHTEN

**ANTI-FRIZZ SMOOTHING WITH FILM-FORMING ACTION WITH 87.17% OF NATURALLY DERIVED INGREDIENTS**

**PERFECTLY SMOOTH OR EASY HAIR ROUTINE?**

**Hstraighten is the Oway agricosmetic answer.**

**A single product with a double action, differentiated treatments for smoothing or anti-frizz depending on the type of hair and the desired result.**

**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 fibre.**



**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.**





# Hstraighten

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.**

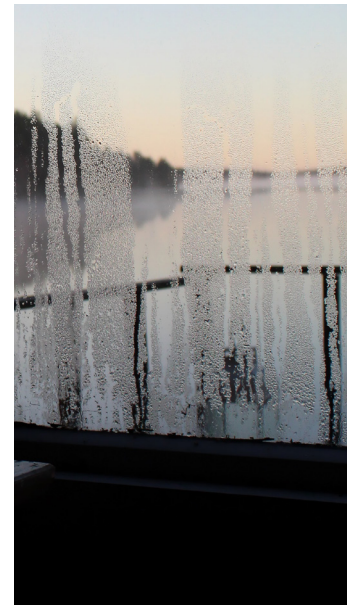
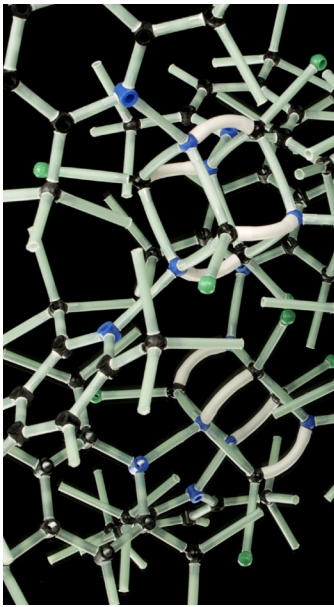


# Frizzy hair: THE CAUSES

**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 fibre.

**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 fibre.**



## 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

**O**  
WAY

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 remineralises the hair fibre, 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

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**EMULSION WITH A SMOOTHING AND TAMING ACTION ON THE CAPILLARY FIBRE, 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 fibre

## **+ 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
<b>RESULT</b>	No more frizzy effect	Reduction of unwanted volumes	Restored hair fibre	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, moisturising, 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 fibre and bind easily to hair proteins, it gradually leads to strengthening the hair fibres, reducing breakage, preventing split ends from forming and facilitating styling.



## BIODYNAMIC DOCK

Its Iron, Magnesium, Potassium and Calcium content helps to replenish the capillary fibre 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.

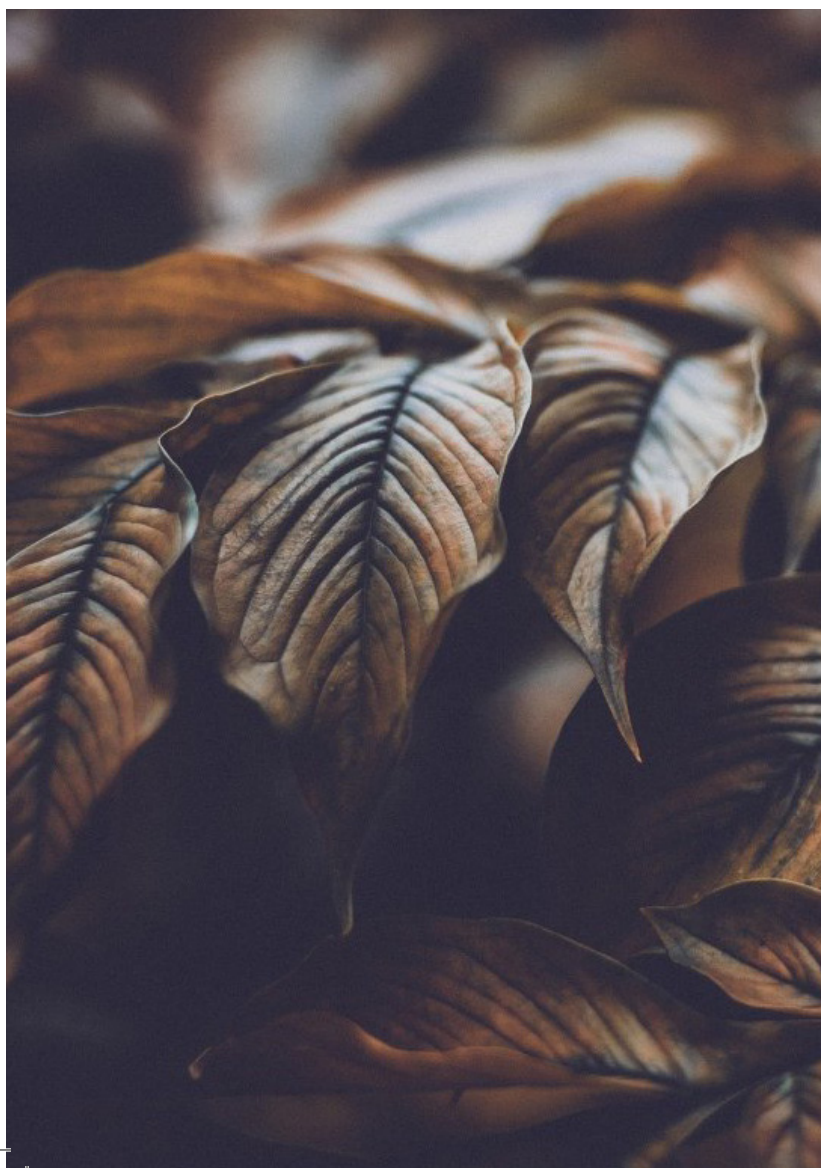


## ORGANIC MULLEIN

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 moisturising and restructuring qualities. Nourishing and elasticising, it improves the structure of the hair fibre over time. Thanks to the presence of flavonoids, it has an antioxidant action that helps fight cellular ageing. 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 fibre. 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.

**BEFORE**



**AFTER**



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

<b>TYPE OF HAIR</b>	<b>TEMPERATURE</b>	<b>NO OF PASSES</b>
Thick and / or resistant	200-210 °C	8-10 times
Normal	190-200 °C	7-9 times
Dyed	160-170 °C	6-8 times
Fine, run down or bleached	160-170 °C	6-8 times

**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

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



500 mL e 17 US FL. OZ.



Find out more on [oway.it](https://www.oway.it)

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Q i q i



# PROVEN. PROFESSIONAL SUSTAINABLE SPECIALIZED.

Qiqi is a pioneering haircare brand with a vision of leading the growing global professional haircare industry. Specializing in developing result driven, sustainable products that transform hair. Our state-of-the-art professional hair solutions are safe, effective and meet the demands of today's hair stylists and their clients.

At Qiqi, our aim is to provide our clients with the highest quality products using versatile and innovative formulas. We have dedicated years researching and developing reliable hair treatment solutions that will transform, revitalize and rejuvenate hair.

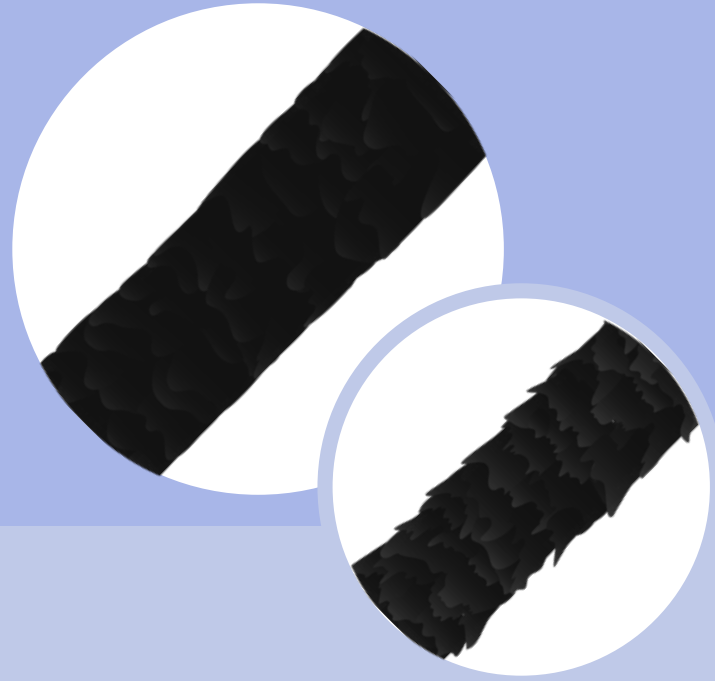


# WHAT GUIDES US.

At Qiqi we are passionate in our mission to develop life-changing solutions for each of our client's hair regime.

Our inspiration comes from years of testing and proven results on thousands of clientele. We are perfectionists and our attention to detail can be seen in every aspect of our brand, from the advanced individual packaging innovations to high-quality raw materials we utilize.

Our attention to detail goes above and beyond in delivering the perfect treatment to our clients and providing clients with something truly different with the highest quality and incomparable experience.



# OUR STORY.



*Aaron Lisani*

Qiqi was founded 2 years ago originally as kerrin Beauty. Following our successful launch of kerrin Beauty, we felt it was time to take the brand to the next level and evolved into Qiqi. Our core vision is a desire to stand out in the market and create the best specialized hair care products in the world.

*As founder of Qiqi I wanted to make dream products without regard to cost.*

*My goal is to take challenging ideas and make them a reality that make a real impact in the hair care industry. I like to think out of the box and take chances others would not dare to.*

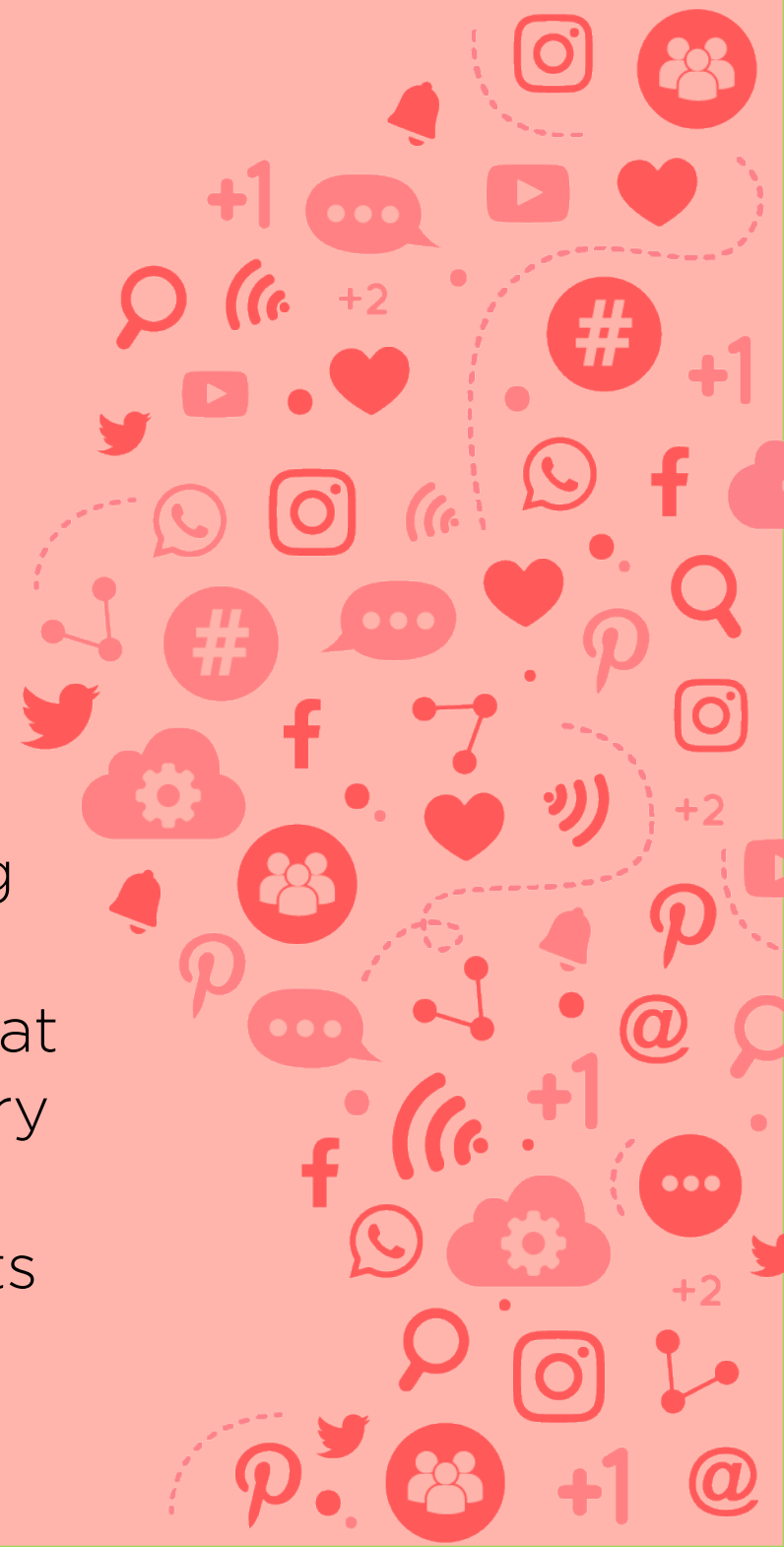
With over ten years of product development and design, I have made Qiqi with the same passion and uncompromising standards that I have always envisioned.

# BRAND AND MARKETING SUPPORT.

Our team have devoted years of research and investment into developing strategic customer relationships using a stylist-centered approach collaborating with our partners and distributors. We believe the best solutions are born from collaboration.

At Qiqi, we consider our distributors as partners in the Qiqi family, and we offer dedicated support channels where questions and suggestions are welcomed by our dedicated team of industry professionals.

We focus on building harmonious branding and marketing relations with Qiqi that will offer extraordinary results and improve the quality and results of our partners.



# OUR FLAGSHIP.

**Qiqi Vega**  
**SALON USE**

## **Not only a straightening treatment**

Qiqi's flagship product is our in-house engineered PERMANENT hair straightening treatment - VEGA. The individually packed and sealed bag comes in three versatile options that cover ALL types of hair.

Vega is a new proprietary treatment that has the ability to produce a wide range of results from permanently straight to refined curls that are bouncy and shiny.



# ADVANTAGES OF QIQI'S VEGA HAIR STRAIGHTENING TREATMENT.

Safe to use, no harmful ingredients.

Pleasant fragrance.

No downtime for hair coloring, swimming in pool or sea.

For bleaching or highlighting your hair you only need to wait 10 days.

Does not cause damage to the hair but rejuvenates & revitalizes hair.

Incomparable innovative single use solutions.

For all hair types including Wavy & Curly, Thin & Damaged and Tough & Afro.

Solution is rinsed out before ironing, no smoke or chemical fumes release.

All your daily routine activities will pose no challenge to Vega as our hair straightening solution is resistant to sweat, moisture and harsh climatic conditions.

No need to use blow dryer on a daily basis to straighten your hair.

Resistant to harsh climatic conditions such as humidity, extreme cold or heat.





## *Love is in the Hair*

*Love Is In The Hair* Ultra-Cleansing shampoo is a deep purifying formula that removes build-up and leaves the hair clean and fresh. Designed to open the cuticle and prepare the hair for all salon services, assists in achieving the longest lasting results possible.

**1000ml**

SHAMPOO



300ML

*Makes You Feel Like You Just Left the Salon*

Makes You Feel Like You Just Left the Salon Shampoo is just that, smooth and silky feel, shine like a star and best of all hair that is more manageable. Use daily for ultimate pristine manageable hair that Makes you feel like you just left the salon.

*Not Just Smooth, Insanely Smooth!*

*Not Just Smooth, Insanely Smooth!* Superior conditioning masque for all hair types. Softens each fiber individually by coating the cuticle with a protective layer of shine. The ultimate therapy to keep your hair smooth and shiny for long lasting results.

MASQUE



250ML

CONDITIONER



300ML

*Goodbye Dry, Hello Gorgeous!*

*Goodbye Dry, Hello Gorgeous!* Conditioner provides maximum hydration. Conditions all hair types and repairs damaged hair. Reduces combing time on wet & dry hair.



# TYPES OF HAIR.

Vega is enriched with organic compounds that are infused into the cortex of hair, providing the ability to reshape and restructure the fibers resulting in completely straight, manageable, healthy and strong hair.



## *Thin & Damaged*

Clients with damaged hair due to multiple bleaching/color treatments.

Hair with split ends due to daily use of flat-iron/blow dryer.

Sun damaged hair.

## *Wavy & Curly*

Suitable for all virgin/colored hair that is not damaged but is wavy to curly.

Clients with Caucasian hair types.



## *Thick & Afro*

Designed for clients with thick dry hair and includes extremely curly, Caribbean or Afro hair.

# STRAIGHT... SERIOUSLY STRAIGHT!



This is a service that is great for clients who want seriously straight hair permanently until the roots grow with the hair's natural texture.

## HOW

**It's time to analyze.** Assess overall health of hair and scalp.

**Clean things up.** Qiqi's *Love is in the Hair* ultra-cleansing shampoo prepares the hair for optimal results.

**Dry and Apply.** Dry the hair until it is 90% dry. Use a blow dryer if necessary.

**Take a seat and heat.** Cover hair with disposable plastic cap or plastic wrap. (Do not use foil). Place Straightening Perfecter cap over plastic cap. (Dryers or heat processors are acceptable).

**Rinse.** Removing excess product is key to a pleasant drying and ironing experience free of excessive smoke and fumes.

**Dry.** Dry hair 100% using only your hands and hairdryer. (Don't be tempted to pick up that lovely round brush, your hands can do the work).

**Iron.** Steady, consistent ironing helps achieve a perfectly straight finish with high shine and silky texture.

**Finish.** If your client loves their beautiful straight, shiny hair and is not receiving a color service, their service is complete. Otherwise, allow the hair to cool for 5-10 minutes before shampooing.

# RECLAIMING MY TIME!



**BEFORE**



**AFTER**

This is a service that is great for clients who want to regain control of their hair without making it overly straight. Retain body and volume, increase shine and manageability while eliminating frizz and moderate curl reduction.

## HOW

**It's time to analyze.** Assess overall health of hair and scalp.

**Clean things up.** Qiqi's *Love is in the Hair* ultra-cleansing shampoo prepares the hair for optimal results.

**Towel Dry and Apply.** Towel dry hair thoroughly until no water is dripping.

**Take a seat and heat.** Cover hair with disposable plastic cap or plastic wrap. (Do not use foil). Place Straightening Perfecter cap over plastic cap. (Dryers or heat processors are acceptable).

**Rinse.** Rinsing should be brief and remove excessive product. Rinse 80-90% of the treatment out of the hair, leaving a small amount of product on hair.

**Dry.** Dry hair 100% with large round brush and hairdryer. (Size of brush can vary depending on length and degree of curls. Choose largest brush hair can accommodate).

**Finish.** Ironing is not necessary, but final touches with an iron to style hair is perfectly fine. We highly recommend using Qiqi aftercare range to keep their treatment looking salon fresh.

# CURLS JUST WANNA HAVE FUN!

Curly girls love their curls and want to rock the best version of their curls. Qiqi gives wavy, curly or coils their best life.

## HOW

**It's time to analyze.** Assess overall health of hair and scalp.

**Clean things up.** Qiqi's *Love is in the Hair* ultra-cleansing shampoo prepares the hair for optimal results.

**Towel Dry and Apply.** Towel dry hair thoroughly until no water is dripping.

**Take a seat and heat.** Cover hair with disposable plastic cap or plastic wrap. (Do not use foil). Place Straightening Perfecter cap over plastic cap. (Dryers or heat processors are acceptable).

**Rinse.** Rinsing 100% of treatment from the hair. Apply generous amount of *Not Just Smooth, Insanely Smooth!* Masque and form curls. Allow to absorb for 10 minutes then rinse.



**BEFORE**



**AFTER**