

**INFORMATION PACKAGE**

**BETTER  
COLOR  
GUARANTEED**

**organic**™  
color curl care control  
systems

[organiccolorsystems.com](http://organiccolorsystems.com)



## Revolution... Evolution

Are you willing to challenge the status quo? Is complacency your worst fear? Are you bold enough to try something new, and question what you know?

Then Organic Color, Curl, & Care Systems are the tools you need to take your color business, your retail sales, and your creativity to the next level.

Made and distributed by hairdressers, for hairdressers, Organic Color Systems is the first of its kind, oil-delivery system. You no longer need to breathe in the harsh fumes of ammonia or subject your clients to a less than pleasant experience.

Join the growing number of visionary artists that want to provide an alternative - a greener, healthier, more organic alternative - to ammoniated hair color without compromising beautiful results. If your clients don't agree that their color is shinier, more translucent, and more natural looking than ever before, simply return the product within 30 days and we will refund your money<sup>1</sup>.

We're willing to put our money where our mouth is - are you?

### **Order a risk-free package today!**

<sup>1</sup>We will refund the initial OCS color product purchase price for a Discovery or Innovator Package ONLY for up to 30 days from the purchase date. Shipping and any fees in both directions for Canadian clients will NOT be refunded. Reorders within 30 days of the initial purchase date negate the refund policy. Not valid for products other than Organic Color Systems. All other product sales are final. (Some qualified returns are accepted for credit for future purchases with a 20% restocking fee.)

Toll Free: 888-213-4744 ext. 105 • Fax: 727-585-2300 • Email: [salonadvisor@organiccolorsystems.com](mailto:salonadvisor@organiccolorsystems.com)  
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# Key Benefits of Organic Color Systems

## It's 100% Ammonia Free

The oil base of the color is alkaline so it raises the pH of the hair, but at the same time it acts as a conditioning agent softening the hair's cuticle and allowing it to be opened with gentle heat. This eliminates the need for ammonia. Ammonia is a very effective way of opening the cuticle, however it opens the cuticle so much that while the color is going in essential moisture and proteins are going out.

## Lower percentage of ppds

Eliminating ammonia allows us to use a much lower percentage of ppds since ammonia breaks down the natural pigments in the hair when mixed with peroxide. Therefore, ammoniated colors require a lot more pigment - otherwise it would all wash out at the shampoo bowl.

## Certified Organic Ingredients

Organic Color Systems is the only permanent color line available today with certified organically grown ingredients. It is as natural as possible, while still allowing you to obtain professional results.

## Extremely Low Percentage of Ethanolamine (4%)

This color line contains about half as much ethanolamine as any other non-ammonia color line (8% or more). We use it as a pH adjustor and it is derived from coconut.

## Key Difference between ammoniated color and Organic Color Systems

Ammonia blows open the cuticle taking the hair into the 10.5 - 12 range on the pH scale. We use a moisturizing oil base with a small amount of ethanolamine to open the cuticle to a pH level of 9. We are able to close the cuticle back down with our Organic Care line returning the hair to it's isometric point of 5.5, which is the ideal pH of hair.

## Key Difference between Organic Color Systems and other non-ammonia color lines

We commend other color lines that have removed ammonia from their formulas as it is an extremely harsh chemical and no longer needs to be in hair color. Unfortunately, the vast majority have replaced it with ethanolamine which poses no health concerns as long as the amount used is reasonable. However, because they are only replacing the ammonia with ethanolamine and with no other alkaline base, they are using a very high percentage and consequently have not decreased the pH level that the hair is taken to, so the same amount of damage is occurring.

## Organic Color Systems Activators vs. other Peroxide Developers

All permanent hair colors contain oxidative pigments which means that they have to come into contact with oxygen in order to materialize. Peroxide is simply H<sub>2</sub>O<sub>2</sub>. Water with an additional oxygen molecule that can be split off easily to activate the pigments. Our peroxide is pharmaceutical grade which means it is the same peroxide found in eye drops, and therefore gentler than industrial grade peroxide.

## Our Treatments vs. other hair treatments on the market

Our treatments are reconstructors and they work inside the hair shaft rather than applying a high percentage of silicone to the outside of the hair shaft. Although that gives the hair shine and a silky feel, it is entirely cosmetic and eventually becomes detrimental as it builds up on the hair shaft and does not allow color to penetrate. By doing a wet stretch test you can determine exactly what the hair may be lacking before any color or perm service allowing you to prepare the canvas before creating your work of art.

# DISCOVERY PACKAGE

Our Discovery Package contains a sampling of our amazing color line. Plus a color swatch chart and training! It gives you enough color to test on a variety of clients to see what it can do for the health of your salon business, yourself and your clients.

Ask us how you can customize this package to suit your specific needs!

**\$310.60**

**14 COLORS:**

- Natural Series:** Level 5, 7, 10
- Double N Series:** Level 4NN, 6NN, 8NN
- Gold:** Level 5GD
- Mahogany:** Level 4MH
- Copper Red:** Level 6CR
- Ash:** Level 7AH



- Full Spectrum:** Level 4MO Mocha
- Fiery Red:** Level 5FR
- Red Copper:** Level 6RC
- HighLift:** Level 11HS Silver

**ACTIVATORS:** 10 Vol 3%, 20 Vol 6%, 30 Vol 9%, 40 Vol 12% HighLift Cream

- NATURLITE:** Naturlite Lightening Powder
- NATURLITE CREAM ACTIVATORS:** 10Vol 3%, 20Vol 6%
- HAIRMONICS TURBO ACTIVATOR:** 20 Vol

**FREE Accessories & Retail Products:** Training DVD, Color Swatch Chart, Tech Manual, & Reference Materials, 2 Posters, 1 Retail Size Shampoo, 1 Retail Size Conditioner

# INNOVATOR PACKAGE

Our Innovator Package is the Organic Color Systems FULL RANGE, plus a few extras. Designed for the salon who wants to “take it to the next level” this package offers everything you need to accommodate a high volume color business.

**\$1,158.05**

**60 COLORS + 5 INTENSIFIERS:**

- Natural Series:** Level 1- 10
- Bright Copper Series:** Level 6-8 Bright Copper
- Mahogany Series:** Level 4-7 Mahogany
- Gold Series:** Level 4-10 Gold
- Ash Series:** Level 4-10 Ash
- Double NN Series:** Level 4NN-8NN
- Copper Red Series:** Level 4-8 Copper Red
- Red Copper Series:** Level 5-7 Red Copper
- Fiery Red Series:** Level 4-8 Fiery Red
- Level 11 HighLift Series:** Ash, Natural, Silver



- Full Spectrum Series:** Level 8 Caramel, Level 6 Toffee, Level 4 Mocha
- Double Ash Series:** Light Ash, Dark Ash
- CONCENTRATES:** Silver, Grey, Gold, Red, Violet, Blue

**INTENSIFIERS:** Green, Red, Orange, Violet, Yellow  
**ACTIVATORS For Color:** (2) 10 Vol 3%, (2) 20 Vol 6%, 30 Vol 9%, 40 Vol 12% Hillift Cream

**NATURLITE:** Naturlite Lightening Powder, Naturlite Oil For On Scalp Lightening

- NATURLITE CREAM ACTIVATORS:** 10 Vol 3%, 20 Vol 6%, 30 Vol 9%
- HAIRMONICS TURBO ACTIVATORS:** 5 Vol, 10 Vol, 20 Vol, 30 Vol, 40 Vol

**FREE Accessories:** Training DVD, Color Swatch Chart, Tech Manual, Reference Material, 2 Posters

**PLUS You Receive:** \$65.00 Discount on Color. Status Quo Shampoo, Conditioner, and Hydrate Leave in Cond., Mousse, Finale Hairspray, and Aqua Boost Treatment FREE!

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# The Cost of Using Organic Color Systems vs. Other Professional Color Lines\*

Below is a cost comparison. The assumption is that Organic Color Systems is more expensive than other color lines when in fact, it is very comparable.

Organic Color Systems comes in larger quantity containers to reduce packaging wastes that affect the environment. The amount of active, quality ingredients is significantly higher in OCS compared to other brands. We can assure you that quality, cost per ounce, and fabulous results have made OCS sought out by salons globally.

COMPANY	RANGE	PRICE \$	OUNCES #	PRICE PER OZ \$
<b>ORGANIC COLOR SYSTEMS</b>		<b>16.00</b>	<b>5.07</b>	<b>3.16</b>
Framesi	<i>Fram Color Futura</i>	6.44	2.00	3.22
Framesi	<i>Eclectic</i>	7.25	2.00	3.63
Framesi	<i>Fram Color 2001</i>	8.06	2.00	4.03
Goldwell	<i>Topchic Canister</i>	33.00	8.60	3.84
Logics	<i>DNA System</i>	7.02	2.00	3.51
L'Oreal	<i>Majirel</i>	7.54	1.70	4.44
L'Oreal	<i>Richesse</i>	6.96	1.70	4.09
Redken	<i>Colorfusion</i>	6.67	2.00	3.34
Schwarzkopf	<i>Igora</i>	7.37	2.00	3.69
Wella	<i>Koleston Perfect</i>	8.99	2.50	3.60

\*Based on prices from Beauty Alliance and Sally Beauty Supply in the state of Florida.

Please note: **Organic Color Systems will NEVER be sold in a retail/consumer store** unlike many of the above color lines.

## Our Non-Diversion Pledge to Our Clients

At Organic Color Systems, we have recognized the importance of exclusive, non-diverted, high quality, socially conscious, and environmentally responsible products in developing the businesses and careers of our clients. This is precisely why you have never, and will never be able to find any of our products on store shelves anywhere throughout the United States or Canada.



## ORGANIC CURL STARTER KIT

Our innovative perm and relaxing system is 100% ammonia and thioglycolate free. It maintains the essential protein and moisture levels of the hair to produce a natural curls and bounce.



**\$102.93**  
**YOU SAVE 15%**

Combined with Organic Care products and treatments this package includes five Organic Curl Systems Perms and one Organic Curl Systems Activator (150ml bottle). One each of: Aqua Boost Treatment (150 ml bottle), Power Build Treatment (150 ml bottle), Revamp Treatment (150 ml bottle), Status Quo Shampoo (250 ml bottle) and Power Build Conditioner (200 ml bottle).

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# ORGANIC CARE, CONTROL & CONNECT TRY ME PACKAGE



Our line of care products includes special treatments, shampoos, and conditioners that are pH balanced to return your clients hair to its isometric point(natural state) after a color service. These products are the perfect compliment to Organic Color Systems and are ideal to use at your back bar. They contain NO SLS or PARABENS. This adds up to longer lasting, more fade resistant color and shinier, healthier hair. They are also fantastic retail products that your clients will love to take home to maintain their hair between visits.

To complete any service on your clients, we offer a unique range of styling products anchored by Organic Control Systems which are 100% PLASTIC AND PARABEN FREE. There is none of the crispy, crunchy feeling that you get with plastic-based styling products. We also offer specialty products from Organic Connect such as Thermal 2 Twenty's revolutionary heat protection! These products provide long-lasting flexible hold, with superb curl retention, anti-frizz benefits and shine for a soft, natural look. They are suitable for all hair types.

**\$125.97**  
**YOU SAVE 40%**

**This one time offer includes  
one retail size each of:**

- ✓ Aqua Boost Shampoo, Cond. & Treatment
- ✓ Power Build Shampoo, Cond. & Treatment
- ✓ Status Quo Shampoo & Conditioner
- ✓ Revamp Treatment
- ✓ Protect Leave-In Conditioner
- ✓ Hydrate Leave-In Conditioner
- ✓ Volume Mousse
- ✓ Spray Gel
- ✓ Spray Gloss
- ✓ Glaze
- ✓ Gloss Serum
- ✓ Thermal 2 Twenty
- ✓ Finale Hairspray



\*One time offer, one package per salon, 30 day money back guarantee does not apply.

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## MALIBU WELLNESS

It is known that up to 80% of the households in the United States have a water supply that is considered “hard”. Hard water contains dissolved minerals like calcium, copper, magnesium, iron, and lead along with the chemical oxidizer chlorine, which is commonly added to our water supply at levels greater than is allowed in public swimming pools. These minerals have the opposite electrical charge of the hair protein structure. They in effect become a “wall of dissolved rocks” which can wreak havoc with hair feel and texture as well as interfere with chemical services. In addition, stopping the oxidizing action of peroxide can be challenging when we are rinsing with water containing chlorine. All of this can add up to unexpected tonal results, grey coverage challenges, premature fadeage, and hair that feels dry and lacks shine.

Malibu Wellness products use a patented, fresh dried vitamin complex that is water activated to normalize the pH of the hair and scalp and remove minerals and oxidizers to ensure consistent and superior salon services.

**Call NOW for more info  
or to Order Malibu Products!**

## We are pleased to offer Malibu Wellness Treatments & Care Products!

**Making Water Well® System Kit** Help your clients maintain the results of your in salon demineralizing treatment with this three pronged approach. The synergy of these three products is a must for clients with the challenges of severe water hardness.

**Hard Water Weekly Demineralizer** Help your clients maintain the results of your in-salon demineralizing treatment by sending them home with Hard Water Weekly Demineralizer. For the cost of a latte your clients can give themselves a weekly demineralizing treatment at home! This helps to ensure consistent color results and keeps the hair prepared for their next salon visit.

**Crystal Gel Professional Normalizer** is an In-Salon treatment that is your best choice for removing minerals from your clients hair. Mineral or medication deposits can cause or contribute to inconsistent results, grey coverage challenges, rapid color fade and color that fades “Off-Tone”.

**Color Prepare** Mineral deposits can cause or contribute to inconsistent results, grey coverage challenges, rapid color fade and color that fades “Off-Tone”. Color Prepare is the choice when you don’t have the time for Malibu’s Crystal Gel Normalizer. Color Prepare can be used at the shampoo bowl without heat to remove minerals from your clients hair.

**Blondes Weekly Brightener** Hard water mineral buildup can dull blonde and highlighted hair. Blondes Weekly Brightener can be used before color or highlight retouches to remove the dullness that can make it challenging to match your retouch color to the previously colored hair. This is also a great retail product to help your clients maintain the color purity of their blonde hair.

**Malibu Swimmers’ Wellness System Kit** Help your clients solve the unique set of challenges that competition or fun in the pool can cause. This comprehensive take-home kit will help to maintain healthy, shiny hair and ensure that their hair is ready for their next color service.

**Un-Do-Goo Shampoo** is a gentle solution system for removing styling product build-up such as hair sprays, gels, mousses, and is effective in seconds. Because Organic Color Systems works at a lower, more gentle pH and doesn’t use the corrosive chemical ammonia, these buildups can impede the action of our color. Preshampooing with Un-Do-Goo is the perfect solution!

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# Organic Color Systems Featured in the New York Times

The March 11, 2010 article in the New York Times entitled **“Taking on Hair Color’s Bad Guy”** is about the dangers and downside of using ammonia on hair and a feature article about Organic Color Systems.

Here are some excerpts.

“At least two other ammonia-free permanent hair colors are already used in salons. One called Organic Color Systems, made by Herb UK, a company based in Lymington, England, has been available stateside since 2002, now in 65 colors (compared with INOA’s 49). Roughly 1,200 salons carry it, up from 400 in 2008, said Hilton Bell, the president of International Hair and Beauty Systems, the United States distributor for Organic Color Systems.

Its magic bullet is heat coupled with an oil base. “What we do is actually suspend color molecules in an oil base, which softens the cuticle, and then we use heat to open the cuticle,” Mr. Bell said, rather than “blowing it open with ammonia.”

In an e-mail message, he wrote: “We have been stating for years that ammonia-free and the oil-based method is a better way to color hair, for the hairdresser and the client. The fact that L’Oréal is saying the same thing now, just legitimizes the fact.”

In a phone interview, Mr. Schiraldi conceded that INOA is “not the first.” But he argued that its performance distinguishes it. No other permanent hair color can deliver “vibrant color, great coverage and maintain the condition of the hair prior,” he said. “There’s a reason none of these other brands have become successful, and you can’t chalk that up to marketing buzz.”

In Mr. Bell’s view, that reason has a lot to do with entrenched thinking. Eight years ago, convincing hairdressers that an ammonia-free hair dye could offer superior coverage was akin to suggesting the world wasn’t flat when everyone believed it was, he said.”



# Organic Color Systems Featured on the Cover of American Salon

Karine Jackson, world renowned stylist and 2007 London Hairdresser of the Year was featured on the cover of the March 2010 issue of American Salon magazine.

**“Natural Attraction”** by Lotus Abrams highlights Karine’s latest collection called **Symbiosis**. This collection was in consideration for the 2009 British Hairdressing Awards.

Here is the introduction to the article.

“Brilliant color, high fashion and edgy cuts merge in Symbiosis, a new collection from Karine Jackson.

Fusing natural and unnatural elements, Symbiosis is a new collection from the 2007 British Hairdressing Awards London Hairdresser of the Year winner, Karine Jackson, who used Organic Color Systems ammonia-free haircolor and Organic Control Systems styling Products to produce edgy, fashion forward looks featuring vibrant color.

“ I wanted the haircuts and color to be the main focus, which I achieved with alot of undercutting and strong bold color.” says Jackson, the Australian- born owner of Karine Jackson Salon in London. “I wanted the hair to make a statement but also be organic enough to wear everyday. The shapes are bold and wearable but easy to achieve at home.””



Featured styles from Karine’s *Symbiosis*.



## CURRENT INVENTORY

Item/Description	Unit Price	Item/Description	Unit Price	Item/Description	Unit Price
<b>Malibu Actives Boxes of 12</b> Blondes Actives Color Prepare Actives Crystal Gel Actives Hard Water Actives Swimmers Actives		Well Water Conditioner Well Water Shampoo		Protect Conditioner 250ml Aqua Boost Shampoo 250ml Power Build Shampoo 250ml SQ Shampoo 250ml Aqua Boost Treatment 150ml Power Build Treatment 150ml Revamp 150ml Soothe Plus Treatment 150ml	
<b>Malibu System Kits</b> Making Water Well Swimmers Solution		<b>Organic Care Systems</b>		<b>Organic Connect</b> Thermal 2 Twenty Finalé Hairspray Hydrate Leave-In Retail Silver Shampoo Liter Silver Shampoo Retail Soothe Plus Treatment Kit	
<b>Malibu Liters</b> Swimmers Conditioner Swimmers Shampoo Well Water Conditioner Well Water Shampoo Un Do Goo Shampoo Pump Malibu Liter		<b>Backbar</b> Aqua Boost Conditioner Power Build Conditioner Status Quo Conditioner Aqua Boost Shampoo Power Build Shampoo Status Quo Shampoo Soothe Plus Conditioner Soothe Plus Shampoo Liter Pumps AB Treatment Tub PB Treatment Tub Revamp 1000ml Refill		<b>Organic Control Styling</b> Glaze Control Gloss Serum Mousse Spray Gel Spray Gloss	
<b>Malibu Retail. 9oz</b> Swimmers Conditioner Swimmers Shampoo Un-Do Goo Shampoo		<b>Retail</b> Aqua Boost Conditioner Power Build Conditioner Status Quo Conditioner			

Item/Desc.	Unit Price	Item/Desc.	Unit Price	Item/Desc.	Unit Price	Item/Desc.	Unit Price
<b>Organic Color Systems</b>		<b>Full Spectrum Colors</b>		5FR		7MH	
<b>Natural</b> 1 Black 2 Darkest Brown 3 Dark Brown 4 Med Brown 5 Light Brown 6 Dark Blonde 7 Med Blonde 8 Light Blonde 9 Very Lt. Blonde 10 Extra Lt. Blonde		4MO 6TO 8CA		7FR 8FR		<b>Bright Copper</b> 6BC 7BC 8BC Extra Ash Dark Ash Light Ash	
<b>Gold Tones</b> 4GD 5GD 6GD 7GD 8GD 9GD 10GD		<b>Copper Red</b> 4CR 5CR		<b>NN Natural</b> 4NN 5NN 6NN 7NN 8NN		<b>Concentrates</b> Red Silver Gold Grey Violet Blue	
		<b>Ash Tones</b> 4AH 5AH 6AH 7AH 8AH 10AH		<b>High Lift</b> 11HA 11HN 11HS		<b>Intensifiers</b> Green Red Yellow Orange Violet	
		<b>Fiery Red</b> 4FR		<b>Red Copper</b> 5RC 6RC 7RC			
				<b>Mahogany</b> 4MH 5MH			

Item/Description	Unit Price	Item/Description	Unit Price	Item/Description	Unit Price
<b>Organic Curl Systems</b> Organic Curl Organic Curl Act		Crn Activator 9% 30 Vol Hilift 12% Crm Activator		Hairmonics 10 Vol Hairmonics 20 Vol Hairmonics 30 Vol Hairmonics 40 Vol	
<b>Naturlite</b> Naturlite Powder Naturlite Oil - 5.07 oz		<b>Activators for Color (Liquid)</b> Activator 0% 0 Vol Activator 3% 10 Vol Activator 6% 20 Vol Activator 9% 30 Vol		<b>Accessories</b> OCS Aprons OCS Capes Color Guide Posters Technical Manual Training DVD	
<b>Naturlite Cream Activator</b> Crn Activator 3% 10 Vol Crn Activator 6% 20 Vol		<b>Hairmonics Turbo Activator</b> Hairmonics 5 Vol			

Don't forget about our Guaranteed Discovery & Innovator Color Packages or call to find out about our Backbar & Retail Packages.

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# For over 15 years 1000's of salons in over 30 countries have experienced the fantastic benefits of using Organic Color Systems

- 65 Intermixable Colors
- True to Chart Results
- Demi or Permanent Results
- 3 Levels of Lift w/Color
- 7 levels of lift w/Lightener
- No Scalp Stain or Irritation
- No Cuticle Damage
- Superior Grey Coverage
- Cleaner Blondes
- Beautiful Reds That Fade on Tone
- Pro Only - Never Diverted
- Certified Organic Ingredients

## The original ammonia-free and oil-delivered salon hair color system

Contact us now to order one of our color packages **RISK-FREE** with a 30 day money back guarantee!

**1-888-213-4744 ext 105**

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**organic**<sup>TM</sup>  
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systems  
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Sole supplier of Organic Color, Curl, Care & Control Systems in the USA and Canada