

Dear Organic Colour Systems Customer

It has come to our attention that some of our Organic Colour Systems family have had unsolicited approaches from a company calling themselves O Way. We have two major concerns we'd like to address.

Firstly, this company has been presenting as though they are connected with Organic Colour Systems, with statements such as "this is the new OCS" and "O Way replaces Organic Colour Systems".

We can categorically confirm that this is **NOT** the case and that this company is not in any way connected to Organic Colour Systems.

The following statements are true and correct:

- Organic Colour Systems does not make hair colour **for any other brand**.
- Organic Colour Systems is the **first and original** organic and natural, ammonia-free professional hair colour.
- Organic Colour Systems is the **only** ammonia-free hair colour to be granted patent protected formulation in the UK and US.

We take these matters extremely seriously and can reassure you that we will take all action required to defend our brand, formulation, intellectual property rights and above all **YOU**, our loyal and dedicated family.

Secondly, we share the concerns of our customers. Many of the claims that O Way are making about their colour range could lead to consequences that are potentially dangerous for both you and your clients, we'd like to address some of those claims.

Pigment levels

THEY SAY: H Color has "Pigments in **miniscule** percentages"

WE QUESTION: How can this be true? **30 out of 54** total ingredients on their own ingredient list are hair colour pigments which include PPD, PTD Naphthol and Resorcinol!

Organic Colour Systems does not use Resorcinol or Naphthol due to their aggressive and toxic nature.

PEG-free

THEY SAY: "PEG free hair colour"

WRONG: The second ingredient in the H Nectar is Laureth-4.

SCIENTIFIC FACT: PEG ingredients are liquids or solids, depending on the molecular weights. Derivatives of PEG are also in common use in cosmetics. **These include ingredients ending in -eth and a number.**

EDTA-free

THEY SAY: “EDTA free”

WRONG: They list on their H Nectar and H Color ingredients lists – Tetrasodium EDTA.

SCIENTIFIC FACT: EDTA and its salts were developed to counteract the effects of hard water and heavy metal. These metal chelators are widely used in **cosmetics** and personal care products, in **food** and in **medicines**.

“0” miles

THEY SAY: “All our ingredients are “0” miles” yet they also say “we receive materials from Africa, Amazonia, Indochina and Aboriginal Australia.”

FACT: You cannot have a “0” miles ingredient list if you source from all over the world.

Sugar based ingredients

THEY SAY: “O Way uses sugar based ingredients to colour the hair”

WE QUESTION: If sugar based ingredients could colour the hair why would they need to use hair colour pigments such as PPD and PTD in their ingredients that they have listed?

SCIENTIFIC FACT: **EVERY** hair colour, both semi-permanent and permanent require colour pigments to make the hair colour work.

Organic Colour Systems patented formula uses the lowest levels of colour pigments, as an average we use less than **10% of the legal limit**.

Organic certification

THEY SAY: “O Way stands for Organic Way”

WE QUESTION: If this is true, why is there no mention of organic standards or indication on the (INCI) list that there are any organic ingredients in their colours?

Organic Colour Systems patented formula contains Certified Organic Standard ingredients as listed on all products and certified by The UK Soil Association and or ECOCERT.

A further look at O Way's ingredient list also reveals the use of Propylene Glycol and Oleamide **DEA**. Neither of which are used in Organic Colour Systems products.

We understand how easy it is to be intrigued and drawn into exciting claims of new, ground-breaking products. We would however ask you to look a little deeper than the headline. Organic Colour Systems was conceived and exists to provide you, the hairdresser a safer, more ethical way of colouring hair and looking after the hair health of your clients.

As always we are here to give you **factual**, practical advice and we felt that in this case the concerns brought to us by some of our Organic Colour Systems family about the practices and claims from this company needed to be addressed.

If you require any further information or have any concerns about this, or indeed have been approached, please do not hesitate to contact your Customer Support team.

Respectfully yours,



Raoul Perfitt
Managing Director
Organic Colour Systems Global

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