

A close-up, blurred image of long, dark hair with some lighter strands, creating a sense of movement and texture. The background is a soft, light grey.

organic®  
ColourSystems

Welcome

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*Your journey to healthier hairdressing starts here*



healthy  
hair

healthy  
environment

healthy  
business



# Heritage.

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## From the beginning

Our journey started over two decades ago with one very clear mission; To give hairdressers a less toxic and more naturally based salon professional colour and care line, that is ethically made and healthier for hairdressers and their clients, whilst still delivering high performance and stand out results.

This has never wavered and today Organic Colour Systems is still striving to make hairdressing a healthier industry worldwide.

## Did you know?

Organic Colour Systems was co-founded by hairdresser, Stephen Landreth, who was forced to give up hairdressing when he developed a severe allergy to conventional hair colour. Determined to find a product on the market that was made with fewer nasty chemicals and more natural ingredients, he soon realised that there weren't any alternatives readily available. There was only one solution...he had to make it himself. After years of research and development Organic Colour Systems was born and now, over twenty years on, our range of healthier colour, care and styling products are used by professional stylists, in thousands of salons, in over 40 countries.



# Ethics.

## Our morals, values & beliefs.

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### Our four core values:

- ✓ Integrity
- ✓ Transparency
- ✓ Reliability
- ✓ Respect

### We believe...

- Animals should not have to suffer for beauty
- In maintaining the highest quality and safety standards
- In making products that are healthier for you, your staff and your clients
- In making our products responsibly

### We are a certified B Corporation™

- B Corps™ are businesses that meet the highest verified standards of social and environmental performance, transparency and accountability. [Click here to find out more.](#)



## Animal Welfare

We love animals and therefore we are totally against animal testing. We have NEVER tested our products on animals and we also promise to never sell our products to countries who insist on animal testing.

We are extremely proud to be internationally recognised by animal welfare organisations 'Choose Cruelty Free' and PETA and we support causes which seek to abolish animal testing across the world.



## Quality & Safety

The quality, performance and safety of our products is crucial, which is why we have strict processes in place to ensure that when you receive your Organic Colour Systems products they are of the first class standard that you would expect.

Being a British manufacturer, we are required to adhere to some of the most stringent quality and safety standards in the world and because we manufacture our own products at our own facilities, we have tighter control methods from the moment our ingredients are sourced, right through to when our products are packaged and sent to you.



## Health & Wellbeing

Your health and your clients' health is extremely important to us. That's why we use high grade organic and natural ingredients first and foremost and only use synthetic ingredients when there are no suitable natural alternatives.

Just like you, we expect our products to be high performance, so at times we do have to include certain synthetic ingredients in our formulations. But where we do, you can be sure we use them in the smallest and mildest quantities possible. This includes using the lowest possible levels of PPD and steering clear of harsh chemicals such as ammonia, parabens, resorcinol and formaldehyde.



## Environment & Sustainability

As a manufacturer we have a responsibility to help protect the environment in which we live and minimise any negative impact our activities may have. We take proactive steps to ensure that from the earth to salon we make and distribute our products responsibly.

To do this we use efficient manufacturing methods, reduce waste and energy consumption, whilst also recycling as much as we can. We source our ingredients responsibly from reputable suppliers who make the welfare of their staff and environmental sustainability a priority. We use recycled packaging where possible and ensure that all of our packaging is fully recyclable. We also formulate our products so that they are biodegradable and can be safely washed down the sink.



# Science.

## Our unique system & green science.

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- ✓ A 'System' designed to work harmoniously with the biology and structure of the hair
- ✓ Made up of 60% organic and 95% naturally derived ingredients
- ✓ Dermatologically tested\*
- ✓ A unique talking point with your clients. Show them the difference
- ✓ Long lasting results
- ✓ Vegan friendly\*\*
- ✓ 64 inter-mixable permanent and demi-permanent shades
- ✓ No ammonia
- ✓ Covers grey
- ✓ Gluten & GMO free
- ✓ 12 x PPD and PTD free semi-permanent shades (8 x fashion and 4 x natural)
- ✓ Create icy blondes, bold brights and pretty pastels
- ✓ Offer a personalised service for each and every client
- ✓ Unique, patented, permanent hair colour formula
- ✓ Hair colour formulated to protect and maintain the integrity of the hair
- ✓ Immediately visible results
- ✓ Stand out from other salon businesses in your area
- ✓ An ethically formulated range of products which you can use 'guilt free'

\*Permanent hair colour

\*\*Excludes Define, Texture, Clay



Tough on greys,  
gentle on you and  
the environment.

## The Organic Colour System

Organic Colour Systems is exactly that a 'System'. Designed to work within the hair's optimum pH levels, our range of products work harmoniously with one another to give you and your clients beautiful hair colour without damage. Organic Colour Systems is a commitment and a new way of working, but don't be put off. Our years of experience with salon customers just like you, has demonstrated time and time again that the benefits to you and your clients are more than worth it. Plus, we'll be with you every step of the way to offer support and advice as you take this exciting journey with us. We promise...you'll never look back!



# Our unique system.

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## Analyse It.

Wet Stretch Test/Customer Analysis Form

## Detox.

Remove any build-up and clarify the hair

## Rebalance.

Apply the correct treatment for 15 minutes

## Change It.

Colour, curl, straighten

## Lock It.

Apply conditioner from roots to ends for a full 5 minutes

## Style It.

Apply your favourite Control styling product

## Advise.

Recommend the correct aftercare



# Support.

## Come and be part of something wonderful.

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Considering joining our  
incredible community  
of creative, expressive  
and professional stylists?

From your introductory chat,  
to your first order, we have a  
dedicated team on hand to  
support you. From Customer  
Service to our Salon Educators,  
they are all here to help you  
expand your horizons, spark your  
imagination and flourish as you  
embark on your new journey...

# Join the natural hair colour revolution.

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We have been pioneering the natural and organic hairdressing industry for over 20 years.

We care about bringing a healthier, naturally better colour, care and styling line to your business to help you stand out from the crowd, create a healthier salon environment whilst also expanding your client base.

We support you in a variety of ways...

- ✓ A dedicated Customer Service Team
- ✓ An online ordering site
- ✓ Bi-monthly promotions with client offers included
- ✓ Branded marketing support items
- ✓ Proactive advertising and PR of the brand
- ✓ An outstanding online community of like minded stylists
- ✓ A knowledgeable and approachable Education Team who are always on hand to help
- ✓ A full calendar of Education Workshops and in-salon education opportunities
- ✓ Regular newsletters and updates
- ✓ Constant product development and product improvement



# Don't just take it from us, hear what some of our salon owners say.

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When I first tried Organic Colour Systems I was sceptical a 95% natural hair colour could work as well as traditional colour. I was shocked when I realised it works better! I've never seen shine and vibrancy like this! And, my blonde client's hair all started growing for the first time in years because the health of their hair has improved so much!

Alyssa Housh @ The Organic Salon  
North America

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“

I've worked with lots of different brands but Organic Colour Systems tops them all! My product sales have increased massively and customers always comment how their hair's never felt so good!

Natasha Wray @ Bodhi Hair and Beauty  
United Kingdom

”



“

If you knew there was a healthier, safer, kinder and better product out there why wouldn't you choose to be part of it? Welcome to Organic Colour Systems.

James Quinan @ One Studio Hair and Beauty  
United Kingdom

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inspire | create | flourish

**organic**<sup>®</sup>  
ColourSystems

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