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PRESS RELEASE

For Immediate Release

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NOT 'JUST FOR THE LADIES' – HOW MEN CAN LOOK YOUNGER, HEALTHIER TOO

Targeting the growing market for men's cosmetics, ONC launch pioneering, innovative organic based hair color artofcolor *professional*

Los Angeles (September 11, 2016) ONC, the premier niche company for natural, healthier hair color and care products, launches artofcolor *professional* offering the colorist an alternative professional organic color line that could attract consumers buying boxed color from retailers back to salons and barbers.

Today's retailers routinely offer consumers an organic option in the boxed color category, but this has yet to happen in salons and barbers. ONC has developed a new organic formula that is three times more effective than any other organic hair color available rivaling the efficiency of chemical colors.

Artofcolor *professional* contains almond oil and soyamine enhanced pigments to cover even the most resistant hair or beard. The pigments are natural, so the results are natural and healthier too. You cannot see the hair or beard is colored. Reducing color application time to 10-15 minutes will allow creation of an

enhanced natural look; featuring gray at the temples, for example. Importantly artofcolor *professional* does not leave a demarcation line after hair or beard regrowth. Men particularly appreciate this because when recoloring, as the old color naturally fades the new color will blend in giving a completely natural look. Not usually exposed to chemical processes such as color or bleach, men's hair and beards benefit from a lower pH and higher protein content leaving them healthier. Consequently, when colored with artofcolor *professionals'* healthier blend, results are stronger for men.

- ✓ Hair color and hair care in one bottle
- ✓ Specially formulated to cover resistant hair with 60%-100% grays efficiently
- ✓ Pigments enriched with soya and almond oil for more intense color
- ✓ Acts as conditioner improving texture for denser hair and beards
- ✓ Less itchy more comfortable application
- ✓ After regrowth no demarcation line
- ✓ Ammonia and resorcinol free to minimize damage
- ✓ Enriched with fruit extracts to protect hair structure
- ✓ Fortified with vitamins C and E
- ✓ Long lasting naturally vibrant color
- ✓ Lifts up to four levels
- ✓ Color is laid on. No swiping up and down
- ✓ No staining to hands, scalp or face

Gluten Free. GMO Free. Toxic Free
Hypoallergenic suitable for asthmatics
Not tested on animals

- Organic products are an evolving trend, demand is growing – fast
- Artofcolor is permanent ammonia-free hair color and care rich in certified organic ingredients, nutrients, antioxidants, amino acids, nourishing vitamins and natural plant extracts. It offers a great coloring experience conditioning the hair leaving it smooth, healthier, shinier and glossier
- Chemical ammonia based hair color uses high pH 10.5 – 12.5 in coloring. High pH damages hair. Artofcolor's pH is lower at 8.5
- Artofcolor uses heat instead of ammonia to get color into the hair
- After rinsing, the hair's pH value is closer to a neutral value. The cuticle is closed; hair color does not fade and is permanent
- Available in 60 intermixable tones – infinite color combinations

ONC are the premier niche distributor of healthier hair color and care products, and have been championing innovative products with certified organic ingredients since 1993.

Sabire Kaya founded eco-friendly ONC out of her passion for using healthier organic products. Sabire's tenacity and innovation helped grow ONC to become

a leading brand in organic beauty products now spanning three continents.

First to offer products without parabens (2003), and propylene glycol (2012), ONC's ethos is product innovation, quality, 360° communications, and in-depth training to deliver high-end products and services. ONC has a proven record of accomplishment with its primary customer – the hair salon.

ONC audit for best manufacturing practice, responsible environmental policies and actively seeks to reduce its carbon footprint.