

# The true professional hair color



## FROM THE OYA GENERAL MANAGER, HEINZ BIELER

### To Our Professional Partners:

Every day, all of us at OYA have one key mission—to support you in your growth and artistic accomplishments as hair professionals.

We're sure that in light of recent developments, you may be questioning the exclusive, professional commitment of certain hair color brands. You may question their investment in hair color artists and hair color business leaders.

We want to assure you that regardless of the decisions other companies make, we at OYA will **never** waver in our commitment to you, the hair professional.

- We will **never** offer our products in a non-professional environment.
- We will **always** support your work and your passion to make your clients look and feel beautiful.
- We will **always** strive to uphold your faith in the integrity and quality of our profession.

We urge you to reclaim your professional destiny; to take back your profession and partner with a company that respects and supports your work and your artistry.

- Phone 1-866-446-5930 to connect with your local OYA distributor, and step into the OYA Circle of Success.

Together, we can build the brightest professional future.

**OYA**® The true professional hair color



PLEASE VISIT [OYABEAUTY.COM](http://OYABEAUTY.COM)

HELIAS, LLC    HOTLINE: 888.969.2411    OFFICE: 866.446.5930

A revolutionary NEW hair color containing Green Tea and Sea Kelp.  
Proudly Made in the USA.



AN IMPORTANT MESSAGE



Heinz Bieler,  
OYA General Manager