

FOR IMMEDIATE RELEASE

HAIR BY PAULA

LUXURY / ORGANIC / NONTOXIC

Hair by Paula Introduces Oway® Non-Toxic, Botanical Hair Care Line in Boise

MERIDIAN, ID | AUGUST 7, 2025



MERIDIAN, ID - August 7, 2025 - Hair by Paula, a locally owned salon known for personalized styling and healthy hair care, has announced the launch of the Oway® professional hair care line - a natural, organic botanical collection now available in Boise and the Treasure Valley.

Oway® products are formulated without harsh chemicals, parabens, synthetic fragrances, or animal testing - instead harnessing biodynamic, fair-trade, plant-based ingredients that nourish hair and protect scalp health. This eco-luxury line delivers professional-quality results while supporting environmental sustainability and ethical sourcing.

"Clients deserve products that are both effective and safe," said Paula Bennett, owner and stylist at Hair by Paula. "Oway® allows us to achieve beautiful results while staying true to our commitment to hair health, sustainability, and non-toxic beauty."

Originating in Bologna, Italy, Oway® is crafted using biodynamic farming methods - the purest and most sustainable form of agriculture. Ingredients are grown without synthetic pesticides or fertilizers, harvested at peak potency, and distilled into concentrated formulas that preserve the plants' natural effectiveness. The company also uses glass and aluminum packaging to reduce plastic waste, reinforcing its commitment to environmental stewardship.

The Oway® line is suitable for all hair types, with ingredients such as aloe vera, chamomile, and ethically sourced argan oil to hydrate, strengthen, and restore natural shine.

Hair by Paula invites both current and new clients to experience the benefits of Oway® during their next appointment. Products are also available for retail purchase at the salon.

ABOUT HAIR BY PAULA

Hair by Paula is a boutique hair salon in Meridian, Idaho, offering customized cuts, color, and treatments in a welcoming, client-focused environment. With a passion for healthy hair and modern styling, Paula combines technical skill with a commitment to products and practices that promote long-term hair health.

MEDIA CONTACT

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