

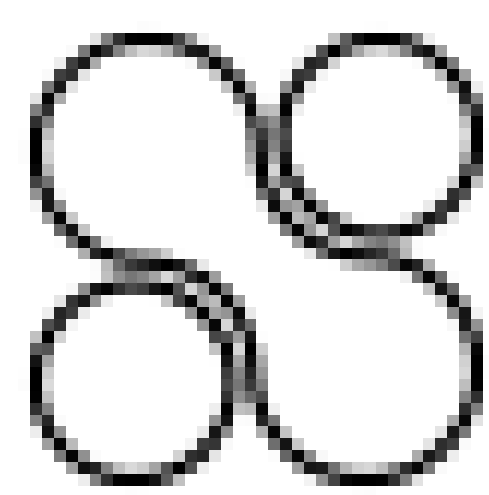


BLONDE HAIR TREATMENT

BLONDER

with LIPOFRUCTYL CYPERUS & LIME ORGANIC EXTRACT, ACAI OIL, ARGAN OIL, POLYAMINO SUGAR CONDENSATE, D FRUCTOSE

 **ROVERHAIR**[®]
ORGANIC HAIRCARE



BLONDER



Blonder is the ideal choice for treating naturally grey, blonde, and chemically treated hair.

The line contains:

- technical products that achieve the perfect blonde while preserving the natural state of the hair
- a range of anti-yellow and anti-orange products
- products for the maintenance of grey tones

why choose it?

- Gentle formulation for maximum results
- High Performance and tonal abilities
- Innovative
- Versatile
- Plex technology incorporated



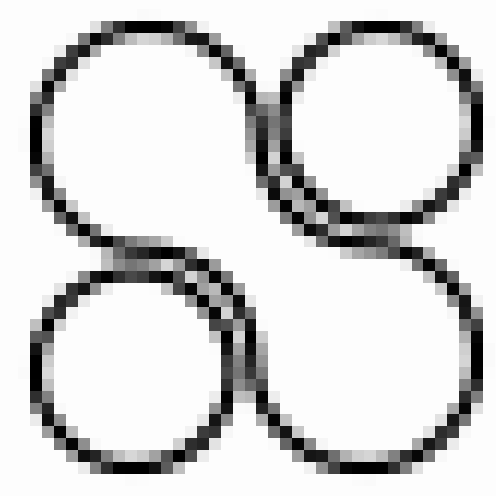


ROVERHAIR
ORGANIC HAIRCARE


BLONDER
BLACK MASK

97%
INGREDIENTS OF NATURAL ORIGIN
ORGANIC BLACKCURRANT ACTIVE WATER,
VEGETABLE ACTIVATED CHARCOAL
pH 3.5 - 4.5

ANTI YELLOW ACTION



BLONDER

formulation technology

Plex technology uses innovative Polyamino sugar condensate, a patented naturally derived molecule that promotes the adhesion of water molecules to the hair, maintaining the right level of hydration throughout the colouring process.

It creates a protective film by exerting a defensive action against chemicals that could be aggressive to the hair.
Rinses out easily and leaves no residue.

ACTIVES

Lypofructyl Cyperus: Brightens and elasticizes, gives natural protection, makes them easier to comb

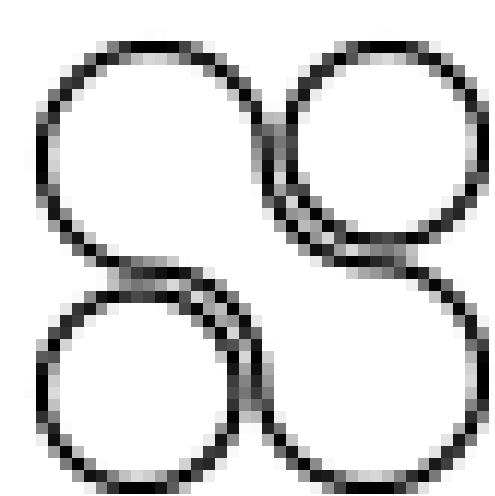
Lime Extract: Antioxidant and brightening, protects hair from oxidation, makes hair soft and shiny

Argan Oil: brightens, nourishes and protects, soothing action, antioxidant action

Acai Oil: brightens, moisturizing and emollient action

Zeolite: chelating and anti-pollution

Ribes Nigrum: protection, antioxidant



SILVER SHAMPOO

anti yellowing action

FEATURES

Specific shampoo for gray, white, blond and hyper-meshed hair that, thanks to its active ingredients, gives body and shine to the hair. It contains purple micro particles with anti-yellowing action.

ACTIVES

Guar and Wine Extract, Hydrolyzed Silk and Lipofructoyl Cyperus

HOW TO use

Apply to damp hair and massage gently; rinse thoroughly.

92,3%

INGREDIENTS
OF NATURAL
ORIGIN

0%

EDTA, SILICON
& PARABENS
FREE

5-5.2

pH
TESTED
VALUE



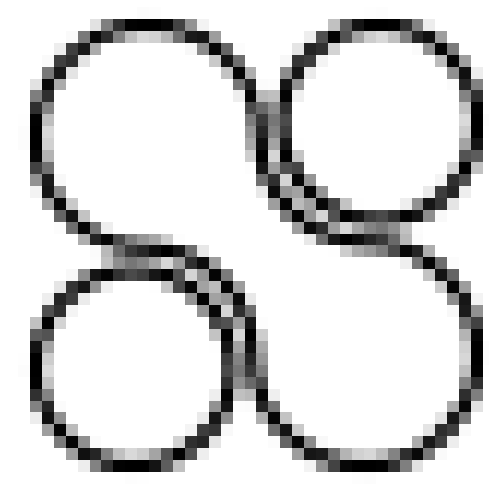
10-250-1000 ml

KEY benefit

- Acidifying shampoo
- Maintains cool tones
- Counteracts yellow-orange tones
- Gently cleanses
- Gives shine
- Suitable for natural or cosmetically treated blondes

technical REMARKS





BLACK MASK

anti yellowing action

FEATURES

Moisturizing and conditioning black mask, ideal for blond hair. It hydrates hair by detoxifying it and effectively removing unwanted hot highlights, giving it shine and brilliance.

ACTIVES

With Black Currant Active Water and Vegetable Charcoal

HOW TO *use*

Apply to damp hair and massage gently; rinse thoroughly.

97% INGREDIENTS OF NATURAL ORIGIN
0% EDTA & PARABENS FREE
3.5-4.5 pH TESTED VALUE
 VEGAN FRIENDLY

technical REMARKS

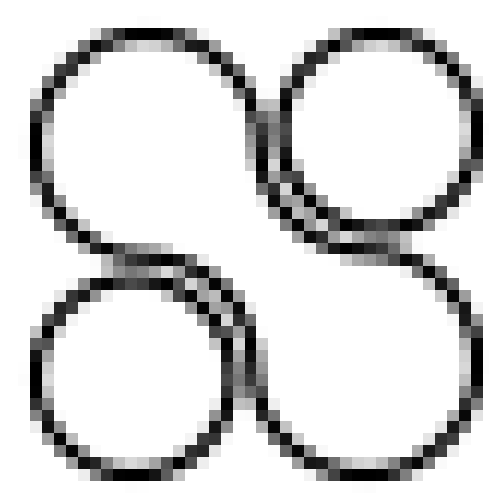


250 - 1000 ml

KEY *benefit*

- Moisturizing and conditioning
- Detoxifying action
- Neutralizes yellow-orange highlights
- Maintains cool tones
- Gives long-lasting radiance and softness
- Suitable for natural or cosmetically treated blondes





SILVER BIPHASIC

anti yellowing leave-in

FEATURES

No-rinse spray conditioner with purple micro particles with anti-yellowing action. Deeply moisturizes the cuticular structure while counteracting hair color oxidation.

ACTIVES

With Aloe Barbadensis leaf extract, Hydrolyzed Keratin, Panthenol and Lime extract

HOW TO use

Shake before use. Spray on damp hair, do not rinse. Daily use.

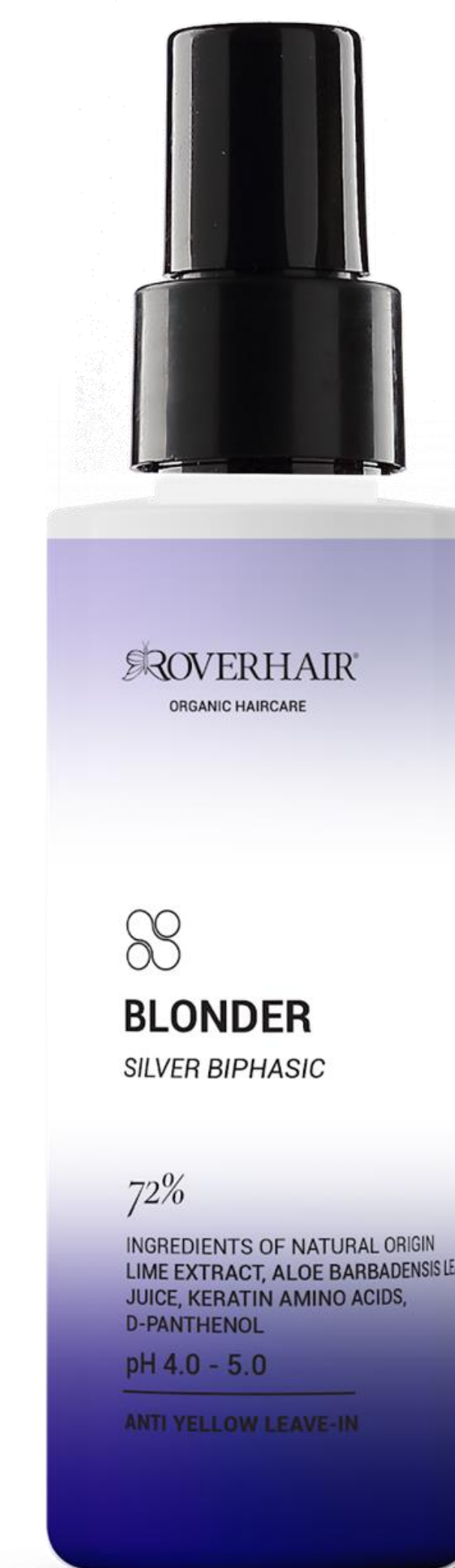
b
BLONDE
LEAVE-IN
BESTSELLER

72%
INGREDIENTS
OF NATURAL
ORIGIN

0%
EDTA
& PARABENS
FREE

4-5
pH
TESTED
VALUE


VEGAN
FRIENDLY



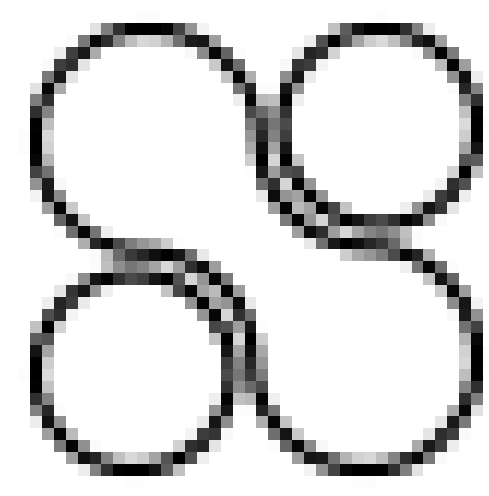
150 ml

KEY benefit

- Deeply moisturizes
- Acidifying and detangling action
- Enhances color shine
- Neutralizes yellow-orange highlights
- Maintains cool tones
- Suitable for natural or cosmetically treated blondes

technical REMARKS





BLEMISH OIL

alkaline based hair protector

FEATURES

Alkaline-phase protective oil to be mixed directly to the products used during the technical treatments. It provides protection deep and a shinier hair.

ACTIVES

With Organic Argan Oil, Hydrolyzed Keratin, Hyaluronic Acid

HOW TO use

See Protocol ROVERPLEX



IMPROVED
ROVERPLEX
TECHNOLOGY

0%

SILICONS
& PARABENS
FREE

8.8-9.8

pH
TESTED
VALUE



TAILOR
MADE FOR
SALONS



250 ml

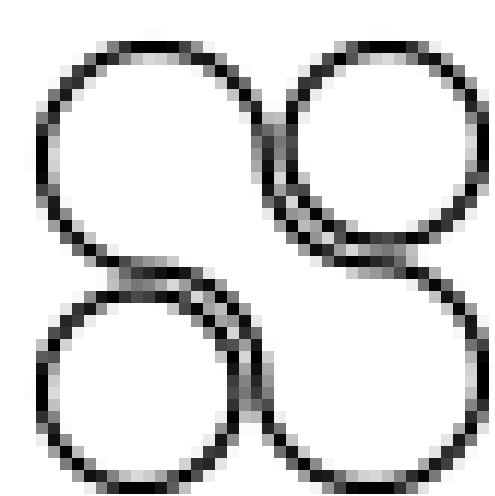
KEY benefit

- ALKALINE pH
- Provides protection and shine
- very versatile technical product
- Can be mixed with bleach, water and Curl On

technical REMARKS

See Protocol ROVERPLEX





REBUILDER

deep reconstruction

FEATURES

Deep reconstructor. Hydrates and strengthens the hair while giving volume and extreme softness. Prevents the formation of split ends.

ACTIVES

With Organic Argan Oil, Hydrolyzed Keratin, Collagen and Hyaluronic Acid

HOW TO use

Apply to washed and towel-dried hair, massage gently, leave on for 5 minutes, rinse thoroughly.

t
IMPROVED
ROVERPLEX
TECHNOLOGY

95%
INGREDIENTS
OF NATURAL
ORIGIN

0%
PARABENS
FREE

3.5-4.5
pH
TESTED
VALUE


TAILOR
MADE FOR
SALONS



1000 ml

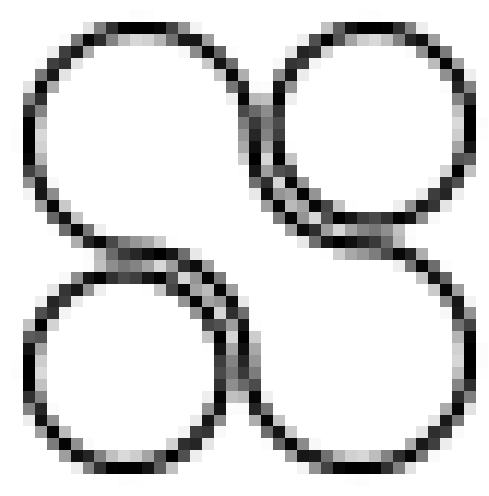
KEY benefit

- Deep Reconstruction
- Acid pH to close the Roverplex treatment

technical REMARKS

See Protocol ROVERPLEX





WHITE BLEACH

lightening powder

FEATURES

Zeolite-based compact bleaching powder, ideal for freehand and/or card applications. The formula enriched with PLEX technology protects and strengthens the hair fiber ensuring perfect lightening.

ACTIVES

With Zeolite mineral powder & Polyamino Sugar Condensate (PLEX Technology)

HOW TO use

Mix in a nonmetallic bowl one part powder with two parts oxidizing emulsion at 10-20-30-40 volumes, depending on the degree of lightening desired. Close the container carefully after use. Apply the resulting mixture to dry, unwashed hair and leave on for 20-45 minutes, depending on the desired result. Rinse thoroughly and shampoo lightly.

0%

SILICONS
& PARABENS
FREE



VEGAN
FRIENDLY



DUST
FREE
FORMULA



TAILOR
MADE FOR
SALONS

NOTE *tecniche*

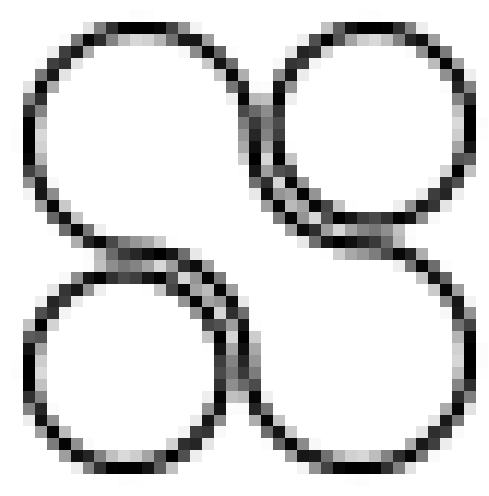


500 gr

KEY benefit

- Lightening up to 7 tones
- Ideal for freehand techniques
- Gentle formula that preserves hair structure
- Firm texture and precise application
- Non-sagging and dries quickly
- Improves creative handworks
- Does not swell
- Does not stain





VIOLET BLEACH

lightening powder

FEATURES

Bleaching powder with purple micro particles that can counteract residual yellow pigmentation in hair. The formula enriched with PLEX technology protects and strengthens the hair fiber ensuring a perfect lightening. Acai Oil gives high conditioning and restructuring power, and its compactness facilitates application. Ideal for achieving ultra-light tones.

ACTIVES

with Acai Oil & Polyamino Sugar Condensate (PLEX Technology)

HOW TO use

Mix in a nonmetallic bowl one part powder with two parts oxidizing emulsion at 10-20-30-40 volumes, depending on the degree of lightening desired. Close the container tightly after use. Apply the resulting mixture to dry, unwashed hair and leave on for 20-45 minutes, depending on the desired result. Rinse thoroughly and shampoo lightly.

0%

SILICONS
& PARABENS
FREE



VEGAN
FRIENDLY



DUST
FREE
FORMULA



TAILOR
MADE FOR
SALONS

NOTE *tecniche*

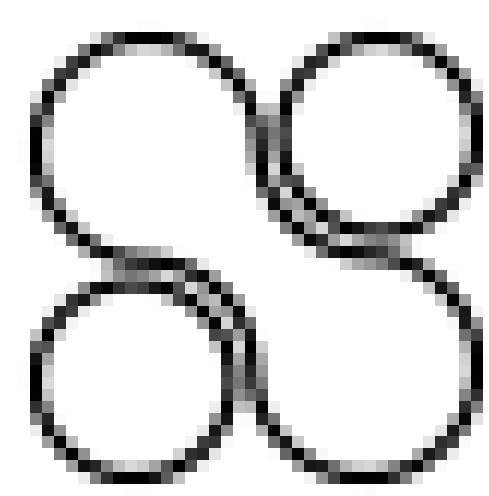


500 gr

KEY *benefit*

- Lightening up to 7 tones
- Ideal for paper and freehand techniques
- Gentle formula that preserves hair structure
- Firm texture and precise application
- Non-sagging and dries quickly
- Improves creative handwork
- Counteracts residual yellow pigment





BLUE BLEACH

lightening powder

FEATURES

Bleaching powder with micro particles blue that can counteract the pigmentation orange residual in the hair. The formula enriched with PLEX technology protects and strengthens the hair fiber ensuring a perfect lightening. Argan Oil gives the hair shine, elasticity and hydration.

ACTIVES

With Argan Oil & Polyamino Sugar Condensate (PLEX Technology)

HOW TO use

Mix in a nonmetallic bowl one part powder with two parts oxidizing emulsion at 10-20-30-40 volumes, depending on the degree of lightening desired. Close the container tightly after use. Apply the resulting mixture to dry, unwashed hair and leave on for 20-45 minutes, depending on the desired result. Rinse thoroughly and shampoo lightly.

0%

SILICONS
& PARABENS
FREE



VEGAN
FRIENDLY



DUST
FREE
FORMULA



TAILOR
MADE FOR
SALONS

NOTE *tecniche*

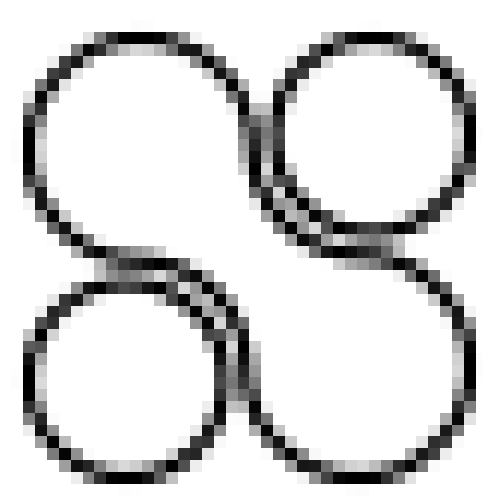


500 gr

KEY *benefit*

- Lightening up to 7 tones
- Ideal for paper and freehand techniques
- Gentle formula that preserves hair structure
- Firm texture and precise application
- Non-sagging and dries quickly
- Improves creative handwork
- Counteracts residual orange pigment
-





WHITE BLEACH

lightening cream

FEATURES

Bleaching cream formulated with PLEX technology to quickly and effectively ensure maximum levels of lightening while fully respecting the hair structure. Ideal for any bleaching technique, highlights and highlights.

ACTIVES

with vegetale Keratin & Polyamino Sugar Condensate (PLEX Technology)

HOW TO use

Mix in a nonmetallic bowl 1 part cream with 1.5/2 parts oxidizing emulsion at 20-30-40 volumes, depending on the degree of lightening desired. Apply to dry hair and leave on for 20-50 minutes, depending on the desired result. Rinse thoroughly and shampoo lightly.

0%

SILICONS
& PARABENS
FREE



ULTRA
DELICATE
FORMULA



TAILOR
MADE FOR
SALONS

NOTE *tecniche*

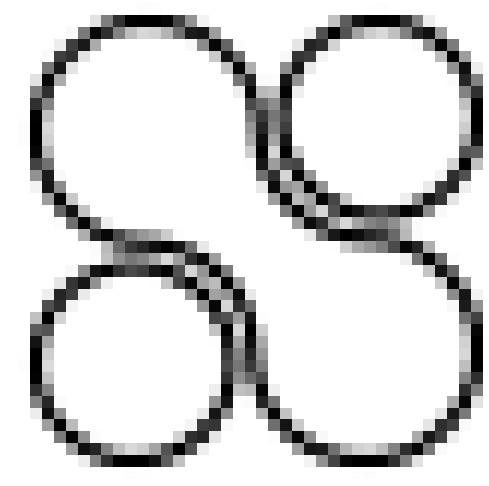


500 gr

KEY benefit

- Lightening up to 7 tones
- Ideal for total blond and pickling
- Gentle formula that preserves hair structure
- Soft texture and precise application
- Does not drip
- Progressive lightening action
- Does not swell
- Zero dust
- Fast and even lightening



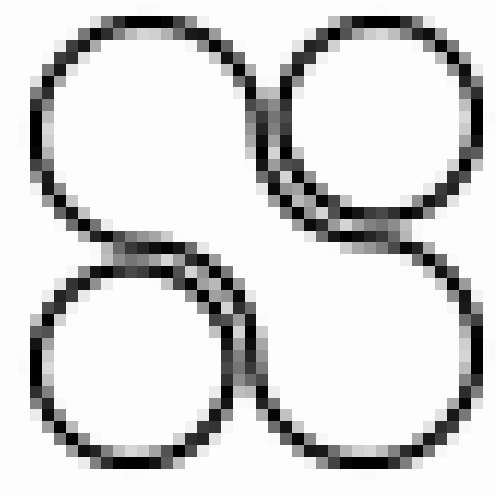


ROVERPLEX

salon-services protocol



SERVICE	PHASE 1: BLEMISH OIL	SHAMPOO	PHASE 2: REBUILDER
BOOSTER	50 gr BLEACH +OXY (as requested according to the bleach) + 5 ml BLEMISH OIL	SILVER SHAMPOO (cold lightening) pH SAVER ACID SHAMPOO (warm lightening)	Apply 10/15 ml of REBUILDER and spread it evenly over the lengths, massage, leave on for at least 15 min, comb through and rinse well.
REBORN	25 ml WATER + 25 ml BLEMISH OIL TIME 20 min	ULTIMATE NUTRIS SHAMPOO	Apply 10/15 ml of REBUILDER and spread it evenly over the lengths, massage, leave on for at least 15 min, comb through and rinse well.



BLONDER TIPS & TRICKS



	WHITE POWDER BLEACH	BLUE POWDER BLEACH	VIOLET POWDER BLEACH	WHITE CREAM BLEACH
IDEAL FOR	BALAYAGE FREE HANDS	FOIL LIGHTENING	FOIL LIGHTENING	TOTAL BLONDE PICKLING
MIX RATIO	1:2	1:2	1:2	1:1,5 - 1:2
BENEFITS	7 LEVELS COMPACT TEXTURE	7 LEVELS ANTI ORANGE	7 LEVELS ANTI YELLOW	FAST AND UNIFORM LIGHTENING

• ROVERPLEX

Thanks to **Blemish Oil** and **Rebuilder**, repair and structuring services dedicated to all types of bleached hair can be implemented in salons.

• TONING WITH B-SHADE

After bleaching with **Blonder**, wonderful toning can be done with one of the shades from the **B-Shade** Direct Coloring line, or, neutralize the yellow glow, if still present, using B-Shade's **Eclipse + Hydra Mousse**

• TONING WITH ESSENCE

After bleaching with **Blonder**, wonderful toning can be done with one of the shades from **Essence**'s line of DEMI TONERS,

