



ACID pH - DIRECT HAIR COLOR

B-SHADE

with GOJI BERRIES, TAMARIND AND VITAMIN B5



ORGANIC HAIRCARE

B-SHADE

This acid based ultra concentrated dual action line, colours and conditions the hair simultaneously. B-Shade is intermixable with other colours in the range and may also be added to oxidative colours to increase the intensity or neutralisation of the shade. This formulation is free from ammonia, silicones, parabens, resorcinol and PPD ensuring high gloss colours and the health of the hair.

this line contains

12 Spicy Pigments:

- 10 Intense Pigments
- 1 Gloss
- 1 Anti Yellow

why choose it?

- immediate
- easy
- customizable and modifiable

what does it do?

- increases in-salon color services
- infinite shades
- extinguishes unwanted highlights
- gives deep shine
- gives extreme hydration

which are the advantages?

- Immediate, easy, customisable and intermixable
- increases in-salon colour services
- infinite shades
- neutralises unwanted tones
- gives deep shine
- gives extreme hydration
- simple application
- intense and vibrant colours





ROVERHAIR

B-SHADE
SPICY PIGMENTS

PAPRIKA

ACID pH
UP TO 92%
INGREDIENTS OF NATURAL ORIGIN
TAMARIND SEED, GOJI BERRY,
VITAMIN B5 (D-PANTHENOL)

RED DIRECT COLOR

B-SHADE

formulation technology

In direct colour molecules sit on the cuticle layer without altering the hairs' structure.

- Direct application
- Acidic pH preserves the structure of the hair

- **Direct application without the use of oxidants (Activator)**
- **Acidic pH preserves the structure of the hair**
- **Unique, spicy scent with woody patchouli notes.**

0% Ammonia (Alkalizing)

0% Resorcinol (Dye)

0% Parabens (Preservative)

0% PPD (Dye Paraphenilendiamine)

Actives

Goji Berries: remineralizes, hydrates, nourishes and elasticizes. Endowed with countless beneficial properties, these berries have soothing and moisturizing effects on the hair and scalp: in fact, their extract is an excellent ally in dry and dehydrated hair, as well as having a protective effect against smog.

Tamarind: Superfood, Hydrates, brightens, nourishes and protects. It has antioxidant and soothing power. Its seeds have a high content of polysaccharides, among which xyloglucan is very abundant, which exerts a moisturizing action and a filling and tightening effect

Provitamin B5: strengthens, moisturizes and gives shine. Also called Provitamin B5, panthenol helps maintain proper hydration of hair prevents weakening of the shaft. It gives great strength to hair structures, making it silky, voluminous, soft and shiny.

B-SHADE

Gloss

Shade enhancer

application level: all

suggestions:

- used stand alone: gloss effect
- When mixed with other shades it reduces the intensity

Eclipse

Supreme Antiyellow

application level : from 9 to 10

suggestions:

- used alone or mixed with gloss after lightening: excellent anti yellow/orange
- on salt pepper hair reduces unwanted yellow color

Ginseng

Dust Beige

application level : from 7 to 9

• suggestions:

- added to shades /12 increases intensity
- used sheer, counteracts yellow reflection on bleached or faded hair
- used in a blend with gloss creates yellowish undertones
- used as a toner on lightenings 8 to 9
- on hair with predominantly golden highlights, gives exceptional shine



B-SHADE

Cocoa

Cold brown

application level : from 4 to 6

suggestions:

- added to /99 shades increases intensity
- used sheer, enhances intensity by creating cool browns on brown hair

Cinnamon

Orange

application level : from 6 to 7

suggeestions:

- added to shades /4 /44 to strengthen their intensity
- used pure to create fashion effects
- mixed with colorations makes blends warmer or acts as a counter color to green.

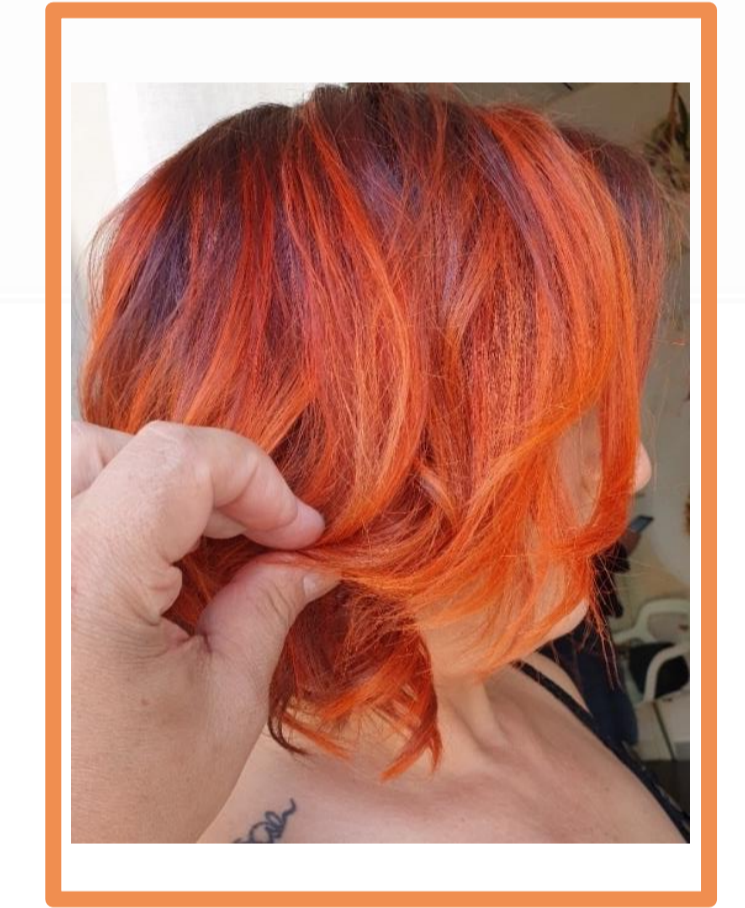
Curcuma

Yellow

application level : from 6 to 9

suggestions:

- used pure to create fashion effects
- mixed with coloring makes blends more golden



B-SHADE

Silver Pepper

Silver

application level : from 9 to 10

suggestions:

- used pure to create metallic fashion effects
- mixed with gloss to tone a cool blonde
- on gray hair restores shine



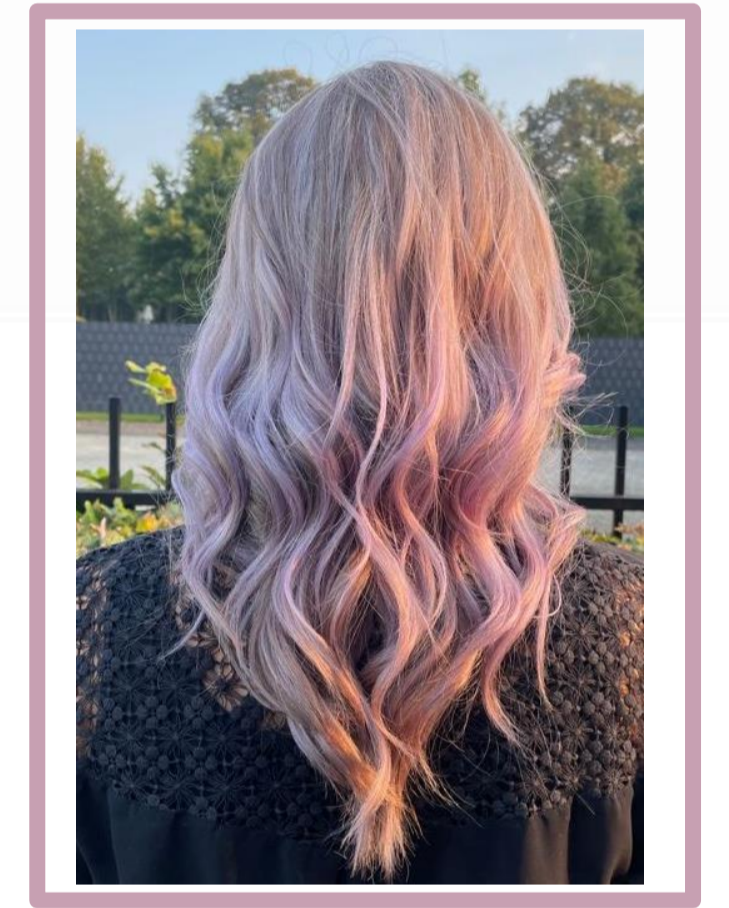
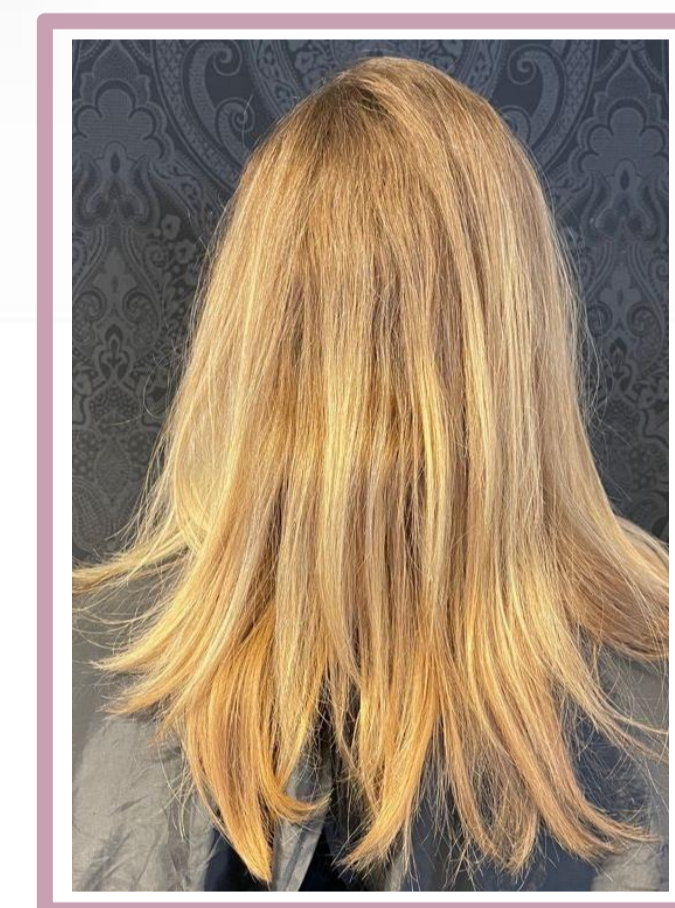
Himalayan salt

Dust rose

application level : on all levels 10

suggestions:

- Used to create powder pink fashion effects



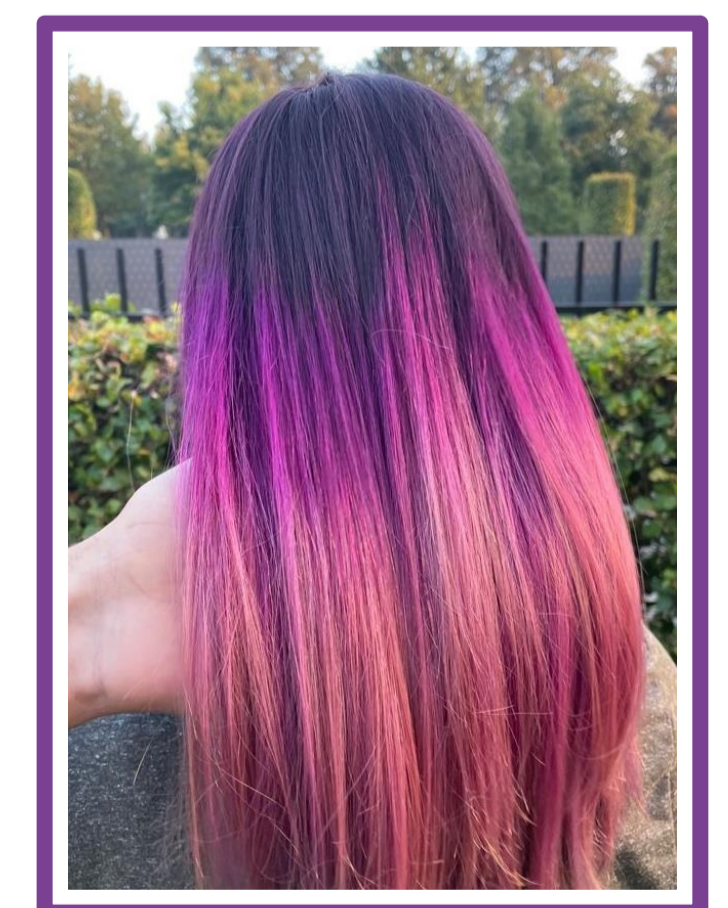
Saffron

Violet

application level : from 4 to 10

suggestions:

- Levels 4 to 7: enhance violet shades (/22)
- levels 8 to 10: create fashion effects



B-SHADE



Poppy Seed

Dust Blue

application level : from 9 to 10

suggestions:

- Used pure or mixed with gloss to create powder blue effects

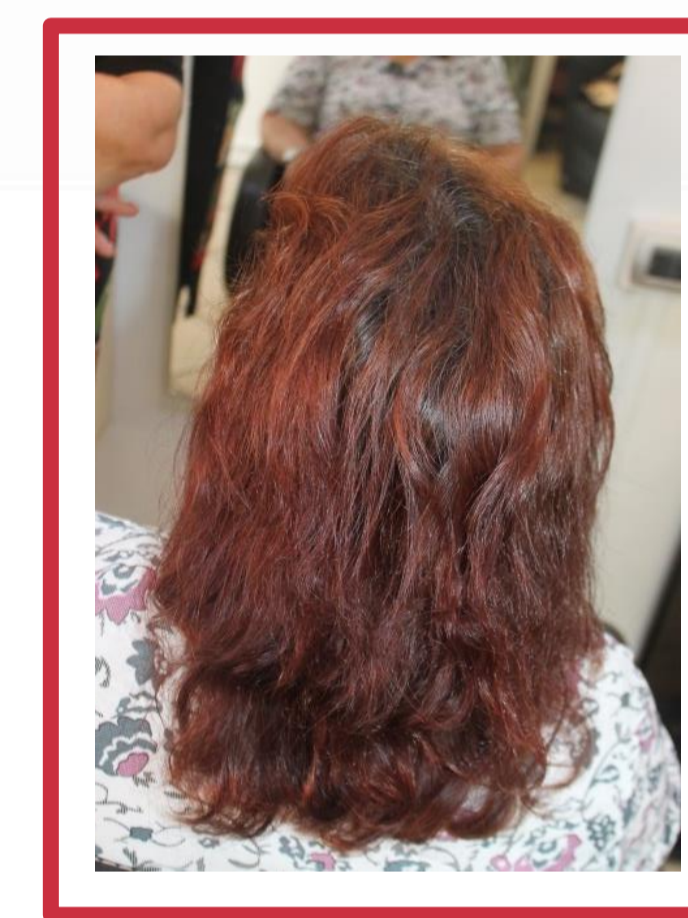
Paprika

Red

application level : all

suggestions:

- used only brighten red shades/ create fashion effects
- mixed with shades (/6 /66 /666) to revitalize red color

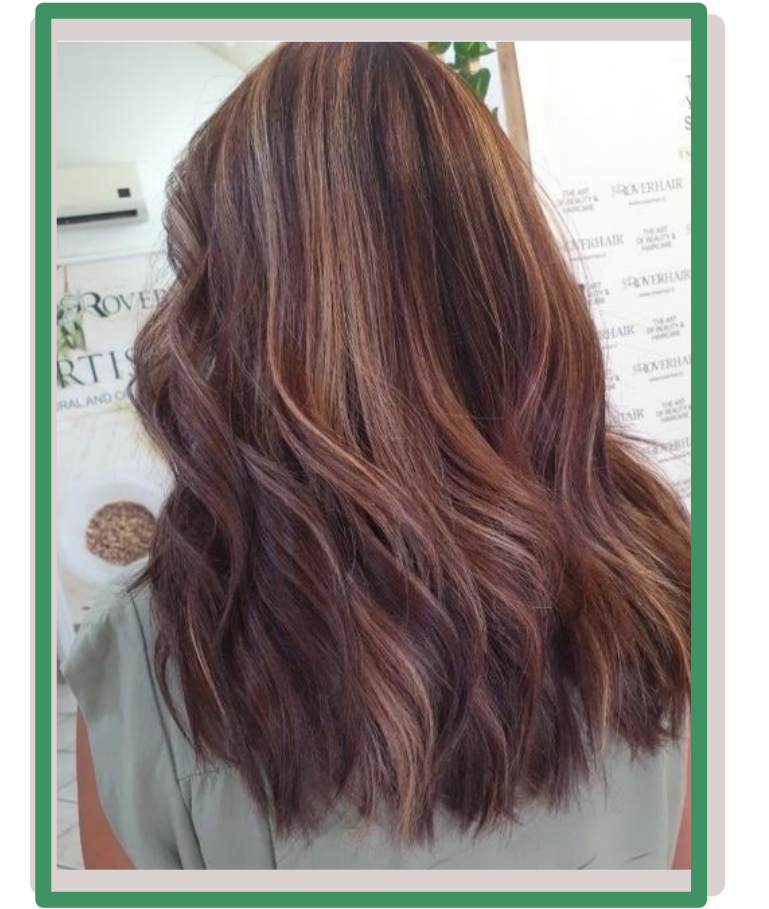
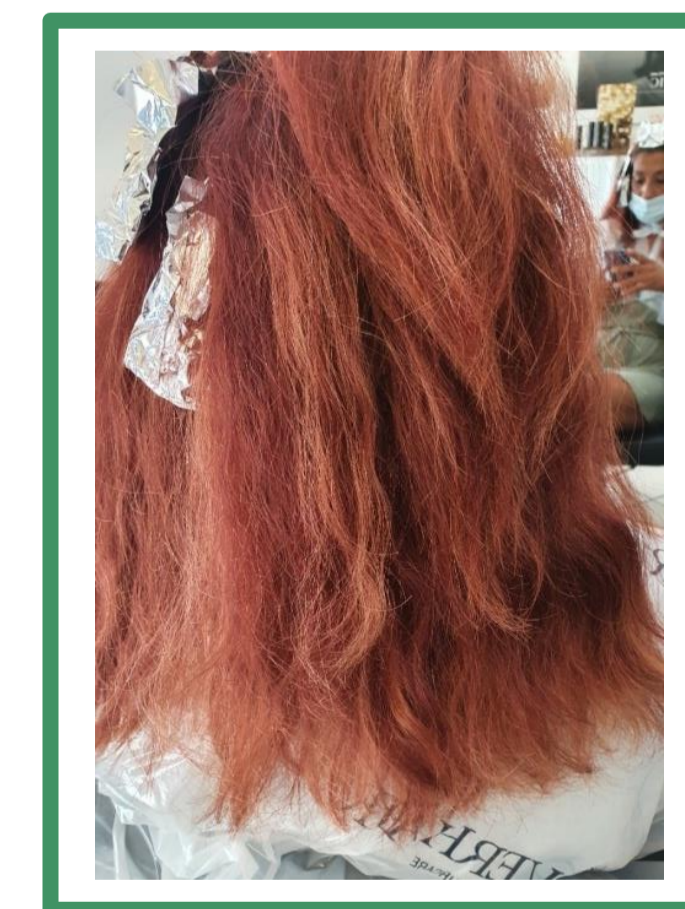


Wasabi

Green

suggestions:

- used alone or with gloss create fashion effects
- used as a color corrector (counter color of red)





ROVERHAIR

B-SHADE
SPICY PIGMENTS

HIMALAYAN SALT

ACID pH

UP TO 92%

INGREDIENTS OF NATURAL ORIGIN

TAMARIND SEED, GOJI BERRY,
VITAMIN B5 (D-PANTHENOL)

DUST ROSE DIRECT COLOR

B-SHADE

protocollo servizi in salone



TONING ON BLEACHED HAIR

1. remove the bleach;
2. shampoo (or **ph saver** or **silver shampoo**);
3. blot very well or pre-dry;
4. apply **B-Shade** from the twist-up nozzle directly to the hair, or, after dosing the product in a bowl, apply with a brush and distribute with a comb;
5. hold for 5 to 20 minutes, depending on the desired intensity and hair type, at room temperature;
6. when washing, emulsify with a small amount of water;
7. rinse thoroughly until clean water is obtained. Only if necessary also shampoo with **pH Saver Acid Shampoo**;
8. apply **pH Saver Acid Mask** if necessary;
9. rinse and proceed with desired styling.



B-SHADE

In-salon services protocol

TONING ON COLORED HAIR

1. remove the coloration
2. shampoo with **Acid Shampoo from pH Saver**;
3. blot very well;
4. apply **B-Shade** from twist-up nozzle directly to hair, or, after dosing the product in a bowl, apply with brush and distribute with a comb;
5. hold for 5 to 20 minutes, depending on the desired intensity and hair type, at room temperature;
6. when washing, emulsify with a small amount of water;
7. rinse thoroughly until clean water is obtained;
8. apply **pH Saver Acid Mask** if needed;
9. rinse and proceed with desired styling



LIGHT COLOR ON NATURAL HAIR

1. makes the most appropriate **Roverhair shampoo** for the hair type;
2. blot very well or pre-dry;
3. apply **B-Shade** from the twist-up nozzle directly to the hair, or, after dosing the product in a bowl, apply with a brush and distribute with a comb;
4. hold for 5 to 20 minutes, depending on the desired intensity and hair type, at room temperature;
5. when washing, emulsify with a small amount of water;
6. rinse thoroughly until clean water is obtained;
7. apply **pH Saver Acid Mask** if needed;
8. rinse and proceed with desired styling.

B-SHADE

In-salon services protocol

SHINE & LIGHT

1. makes the most appropriate **Roverhair shampoo** for the hair type;
2. dab very well or pre-dry;
3. apply Gloss **B-Shade** all over the hair;
4. hold for 5 to 20 minutes, depending on hair type, at room temperature;
5. when washing, emulsify with a small amount of water;
6. rinse;
7. apply **pH Saver Acid Mask** if needed;
8. rinse and proceed with desired styling.



REPIGMENTATION

1. apply **B-Shade** from the twist-up nozzle directly to the areas to be repigmented, or, after dosing the product into a bowl, apply with a brush and distribute with a comb;
2. hold for 5 minutes;
3. remove excess with a disposable towel or wipes;
4. blow dry low and gently;
5. apply the oxidation coloring of your choice;
6. allow time for the tint to set;
7. when washing, emulsify with a small amount of water;
8. shampoo with **pH Saver Acid Shampoo**;
9. apply **pH Saver Acid Mask** alone or with the inclusion of **B-Shade** (10- 20%);
10. rinse and proceed with desired styling.

B-SHADE

In-salon services protocol

COLOR CUSTOMIZATION

1. creates the desired oxidation color mixture;
2. add **Activator** according to the coloring directions;
3. add **B-Shade** between 5 and 10 percent of the total mixture;
4. apply the tint and allow the setting time to elapse;
5. remove the tint and perform **Acid Shampoo** and **Acid Mask from pH Saver**;
6. dab dry and proceed with desired styling.



TIPS & TRICKS

B-SHADE TIPS&TRICKS



MIXED WITH OXIDATION COLOR

Prepare monthly cards containing 4 treatments (1 per week) and create interesting dynamics.

CREATE INFINITE NUANCES

Use B-Shade on its own, as a toner, or give voice to your creativity by mixing shades together

GLOSS STYLING

Implement your service menu with Gloss application at the wash after shampooing: shiny, silky hair for perfect styling

B-SHADE TIPS&TRICKS

Maintenance at home



PRODUCT	FUNCTION	RECIPE
PH SAVER - FULL COLOR	Amplifies the durability, brightness and body of cosmetic coloring	Acid Mask + 1gr- 5gr B-Shade
NUTRIS - FULL COLOR	to enhance silkiness, softness, shine and highlights and nourish dry and damaged hair.	Nutris Mask + 1gr- 5gr B-Shade
SMOOTHER	To enhance the silkiness and color of straight hair.	Smoother Mask + 1gr- 5gr B-Shade
REBUILDER - SPECIAL BLONDE	To enhance the beauty, brightness and highlights of blond coloring	Rebuilder + 1gr- 5gr B-Shade

B-SHADE TIPS&TRICKS

Tutorials



TONING ON BLOND HAIR

<https://www.youtube.com/watch?app=desktop&v=2-2u2skPjd8&feature=youtu.be>

TONING ON COLORED HAIR

<https://www.youtube.com/watch?app=desktop&v=xWSpU5IH3ck&feature=youtu.be>

ANTI-YELLOW SERVICE

<https://www.youtube.com/watch?app=desktop&v=rGHXM12teh4&feature=youtu.be>

LIGHT COLOR SERVICE

<https://www.youtube.com/watch?app=desktop&v=PYBwkXEJN3w&feature=youtu.be>

RE-PIGMENTATION

<https://www.youtube.com/watch?app=desktop&v=3IfQgzRHhIU&feature=youtu.be>

