

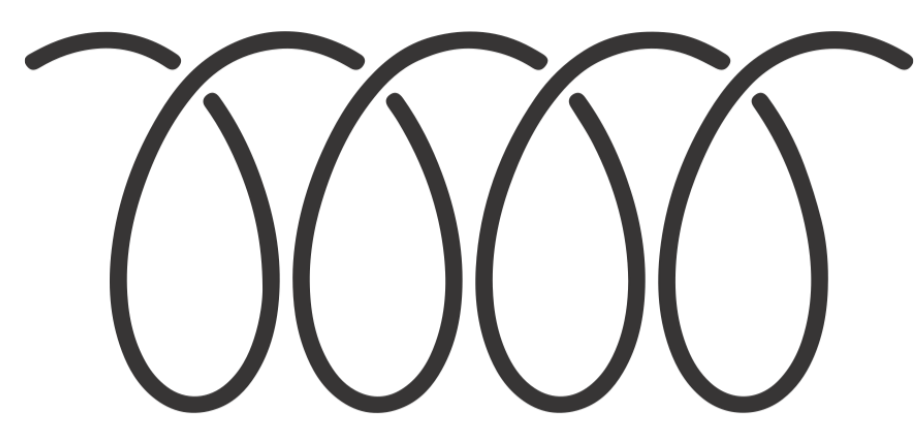


BIOLOGICAL HAIR WAVING SYSTEM

CURL ON

with ORCHID EXTRACT, ORGANIC MACADAMIA AND LINSEED OIL

 ROVERHAIR®
ORGANIC HAIRCARE



CURL ON

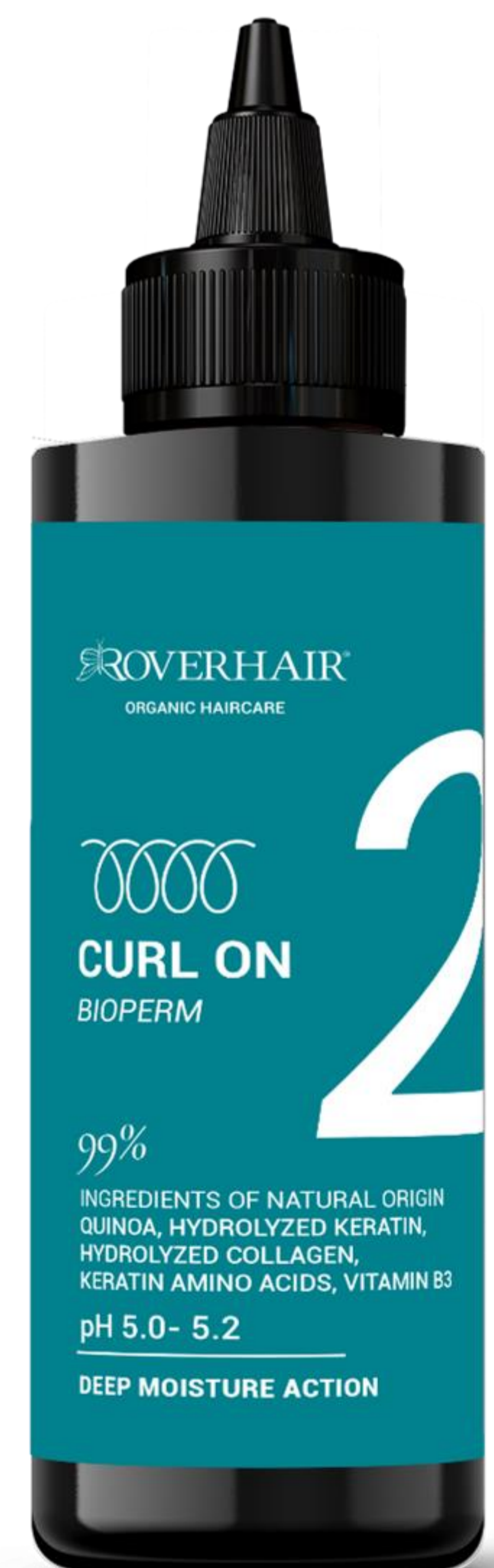
An organic based waving system without the use of ammonia or thioglycolates this innovative perming solution is based on Cysteine Amino acids, naturally found within the hairs Keratin, provides long lasting natural results supported with the protective action of Linseed Oil.

this line contains

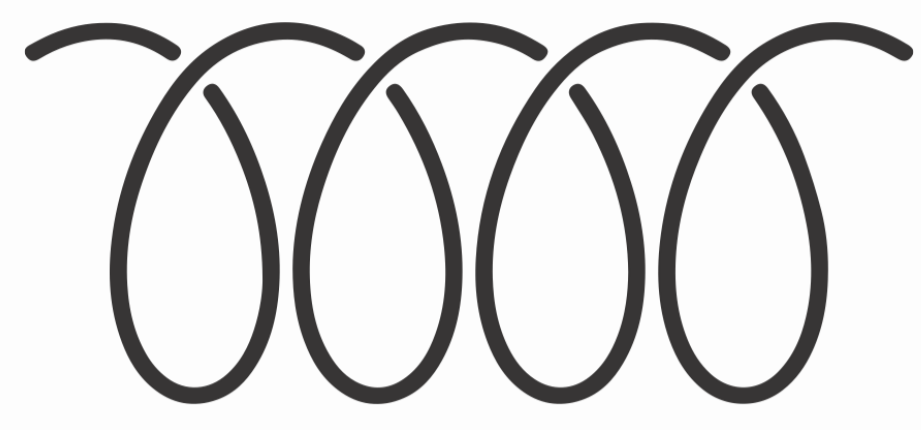
Curly Routine and biologically based waving lotions that provide perfect waves perfect for all hair types, natural or chemically treated.

why choose it?

- Natural and long-lasting results
- Reinforces the hair as is processing
- Personalised Solutions for perfect results







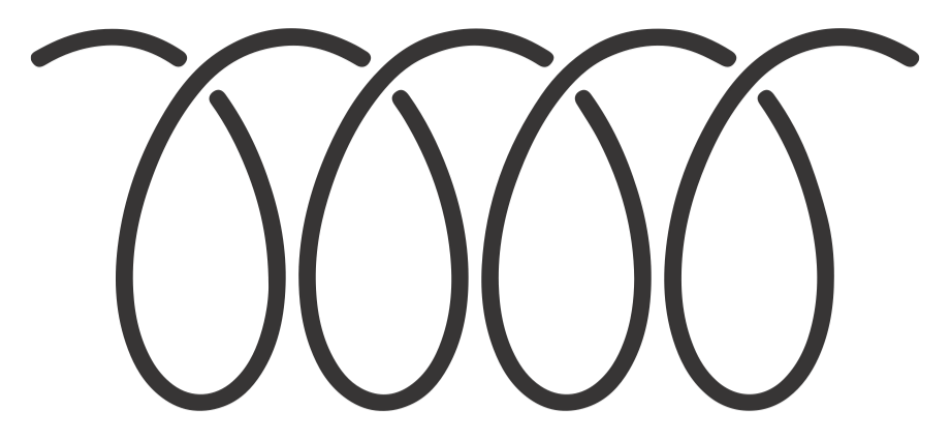
CURL ON

formulation technology

The new professional line created to take care of curly and wavy hair. The active ingredients in the Curl On line have been carefully selected to create quality products that meet the many needs of different types of curly hair.

Organic Linseed Oil, contained in Bio-Perm's technical service, acts gently and protectively on all hair types.

This Ammonia free Cysteamine based waving system creates perfectly formed curls without the use of thioglycolates guaranteeing long lasting results



HYDRA SHAMPOO

curl reviving action

FEATURES

Specific shampoo for curly and wavy hair, it restores moisture and regenerates curls without weighing them down. The sulphate free formulation gently cleanses the hair and scalp whilst maintaining hydration. Hair is left soft with improved combability.

ACTIVES

87% ingredients of natural origin.
Orchid extract, Organic Macadamia Oil

How to **USE**

Distribute evenly through damp hair, massaging the product throughout the hair and scalp to remove impurities, rinse and repeat if necessary. Follow with Curl on Hydra Mask for best results.

technical **REMARKS**

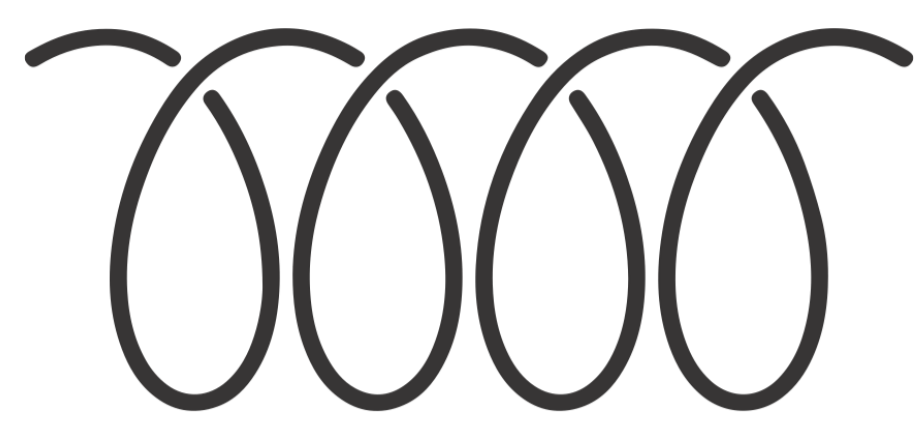


10-250-1000 ml

KEY *benefit*

- moisturizing and volumizing action
- removes impurities whilst maintaining hydration
- sebum-regulating
- sulfate- free formulation





HYDRA MASK

curl reviving action

FEATURES

Mask revives curls, nourishes and moisturizes the hair without weighing it down ensuring soft, shiny and supple hair. Hydra Mask revives curls by highly moisturising and nourishing the hair without weighing it down. Hair is left softened with reduced frizz and high shine. Facilitates combability by detangling knots and preventing comb damage. It makes the hair manageable and gives definition to the curl. Improved combability prevents damage to the hairs structure, provides extreme hydration giving definition to your curls.

ACTIVES

89% ingredients of natural origin.
Orchid extract, Organic Macadamia Oil

How to **USE**

Apply to damp, washed hair, massage gently over the entire length

Leave on for 5 to 10 minutes and rinse

technical **REMARKS**

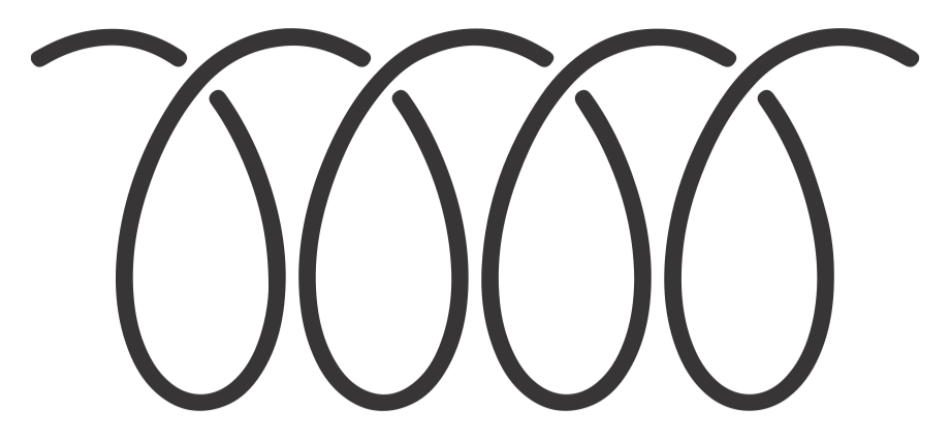


10-250-1000 ml

KEY *benefit*

- nourishes the hair without weighing it down
- softens the hair and improves elasticity
- revives curls
- formula free of mineral oil





CO-WASH

gentle balm cleanser

FEATURES

Suitable for daily use, this innovative balm gently cleanses hair without weighing it down. Ideal for gentle cleansing and irresistibly soft hair

ACTIVES

94% ingredients of natural origin.
Orchid extract, Organic Macadamia Oil

How to **USE**

Apply to damp hair, distribute evenly through the hair like a shampoo action. Leave on the hair for 3-5 minutes and rinse

technical **REMARKS**



200 ml

KEY *benefit*

- reduces frizz
- dual action gentle cleansing action while instantly conditioning the hair
- Sulfate free formula





CURL ON - 0

hair waving

FEATURES

Permanent waving liquid specifically for resistant, coarse or ethnic hair.

ACTIVES

organic linseed oil

HOW to use

It is used in the same way as traditional alkaline perms with the only caveat that no heat sources should be used. Specific for coarse or ethnic hair. Setting time up to 20 to 30 minutes. Check every 10 minutes.

After the setting time is over, rinse hair thoroughly for at least 5 minutes. Blot excess water thoroughly with a towel. Remember that hair sets into the desired shape at the time of contact with two applications of Neutralizer.

Application 1: with curlers 10 minutes on.
Application 2: without curlers 10 minutes on.

Rinse thoroughly.

85% INGREDIENTS OF NATURAL ORIGIN
8.5-9.5 pH TESTED VALUE



100 + 100 ml

KEY benefit

- curls without damaging
- soft and natural curls
- leaves hair toned, supple and shiny
- long lasting





CURL ON - 1

hair waving

FEATURES

Permanent waving liquid specifically for normal, healthy and chemically untreated hair.

ACTIVES

organic linseed oil

HOW to use

It is used in the same way as traditional alkaline perms with the only caveat that no heat sources should be used. Specific for natural, very curly, frizzy, healthy and chemically untreated hair.

Setting time up to 15 to 20 minutes.

Check every 5 minutes. After the setting time is over, rinse the hair thoroughly for at least 5 minutes. Blot excess water thoroughly with a towel. Remember that hair sets into the desired shape at the time of contact with two applications of Neutralizer.

Application 1: with curlers 10 minutes on.

Application 2: without curlers 10 minutes on.

Rinse thoroughly.

86%
INGREDIENTS
OF NATURAL
ORIGIN

8-9
pH
TESTED
VALUE

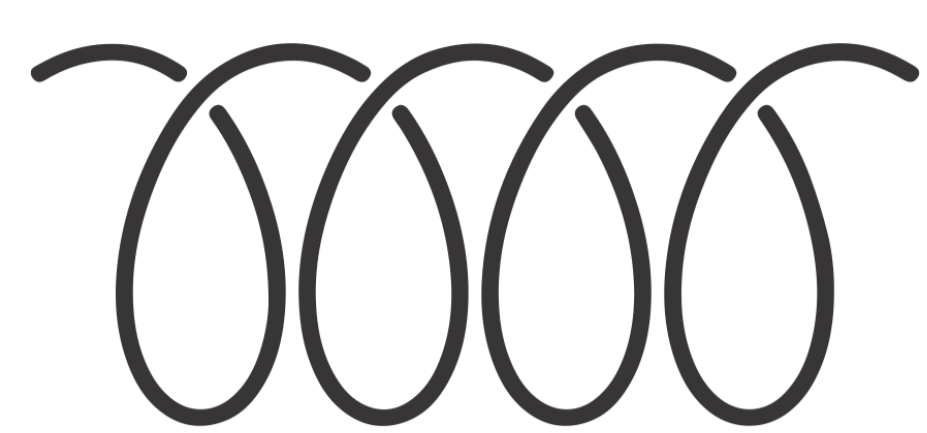


100+100 ml

KEY benefit

- curls without damaging
- soft and natural curls
- leaves hair toned, supple and shiny
- long lasting





CURL ON - 2

hair waving

FEATURES

Permanent waving liquid specifically for previously permed, colored or chemically treated hair.

ACTIVES

organic linseed oil

HOW to use

It is used in the same way as traditional alkaline perms with the only caveat that no heat sources should be used. Specific for wavy, previously permed or chemically treated hair.

Setting time up to 15 to 20 minutes.
Check every 5 minutes.

After the setting time is over, rinse hair thoroughly for at least 5 minutes. Blot excess water thoroughly with a towel. Remember that hair sets into the desired shape at the time of contact with two applications of Neutralizer.

Application 1: with curlers 10 minutes on.

Application 2: without curlers 10 minutes on.

Rinse thoroughly.

88%
INGREDIENTS
OF NATURAL
ORIGIN

8-9
pH
TESTED
VALUE

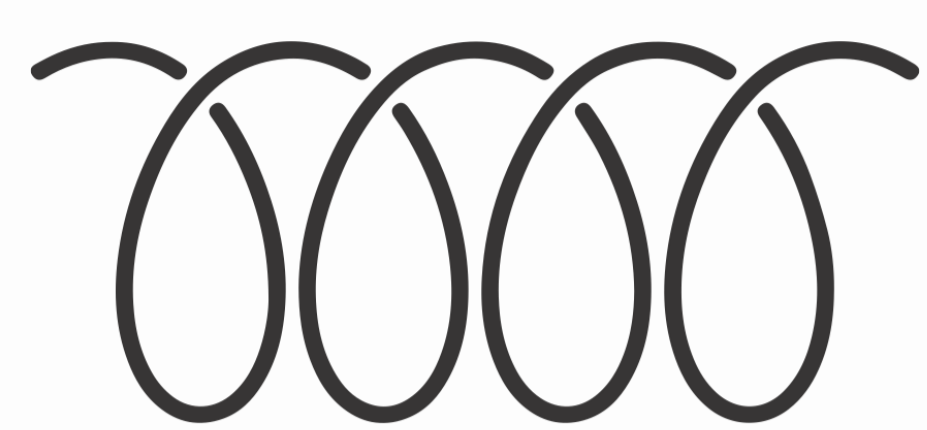


100+100 m

KEY benefit

- curls without damaging
- soft and natural curls
- leaves hair toned, supple and shiny
- long lasting





CURL ON TIPS & TRICKS



CURL DEFINER - pH SAVER

Apply **Curl Definer** to washed and towel-dried hair, proceed by blow-drying for a natural effect.

For a fashionable effect, continue by proceeding with the iron in alternating strands.

