



FINEST HAIR COLOR

ELECTA

with CORALLINA OFFICINALIS, GOJI BERRY & QUINOA EXTRACT

ROVERHAIR®
ORGANIC HAIRCARE



ELECTA

Electa Permanent Colours Vegan Dual Action Technology provides full coverage whilst retaining tonal intensity with up to 92% of naturally sourced ingredients. Quinoa and Goji Berries provide extreme hydration, nourish and shine

this line contains:

- 19 series
- 107 shades
- 5 superlighteners
- 7 correctors

why choose it?

- 100% grey coverage
- Dual action technology ensures full deposit of tonal and reflects
- Reduced scalp sensitivity due to low ammonia and pH
- Ingredients of natural origins help repair and restore the hair during the colouring process
- high performing lift and deposit series, with long lasting results
- Superior high lift blondes, with up to 4/5 levels lift





ROVERHAIR
ORGANIC HAIRCARE



ELECTA
FINEST HAIR COLOR

UP TO 92% INGREDIENTS
OF NATURAL ORIGIN

With Organic Goji Berry,
Corallina Officinalis
& Quinoa Extract

PERMANENT HAIR COLOR

 **PETA APPROVED**
Vegan | Global Animal Test Policy

100 ml e 3.4 fl.oz

ROVERHAIR
ORGANIC HAIRCARE




ELECTA
FINEST HAIR COLOR

UP TO 92% INGREDIENTS
OF NATURAL ORIGIN

With Organic Goji Berry,
Corallina Officinalis
& Quinoa Extract

PERMANENT HAIR COLOR

 Vegan Friendly

1:1.5
NUANCE
MIXING RATIO
RAPPORTO DI DILUIZIONE
33 M

1:2
SUPER LIGHT
MIXING RATIO
RAPPORTO DI DILUIZIONE
45 M

CONTIENE, CONTIENE,
ENTHÄLT, BEVAT,
يحتوي على

1. Ferriendiammine (Leri), Phenylendiammine (Tololindiammine), Phenylendiammine (Diaminotoluenos), Ferriendiammine (الفرينديامين)

2. Diaminobenzos, Diaminobenzos, Diaminobenzos (الديامينوبنوس)

3. Resorcinol, Resorcinol, Resorcinol (الريسورينول)

4. Ammoniac, Ammoniac, Ammoniac (الامونيا)



up to 92% ingredients of natural origin

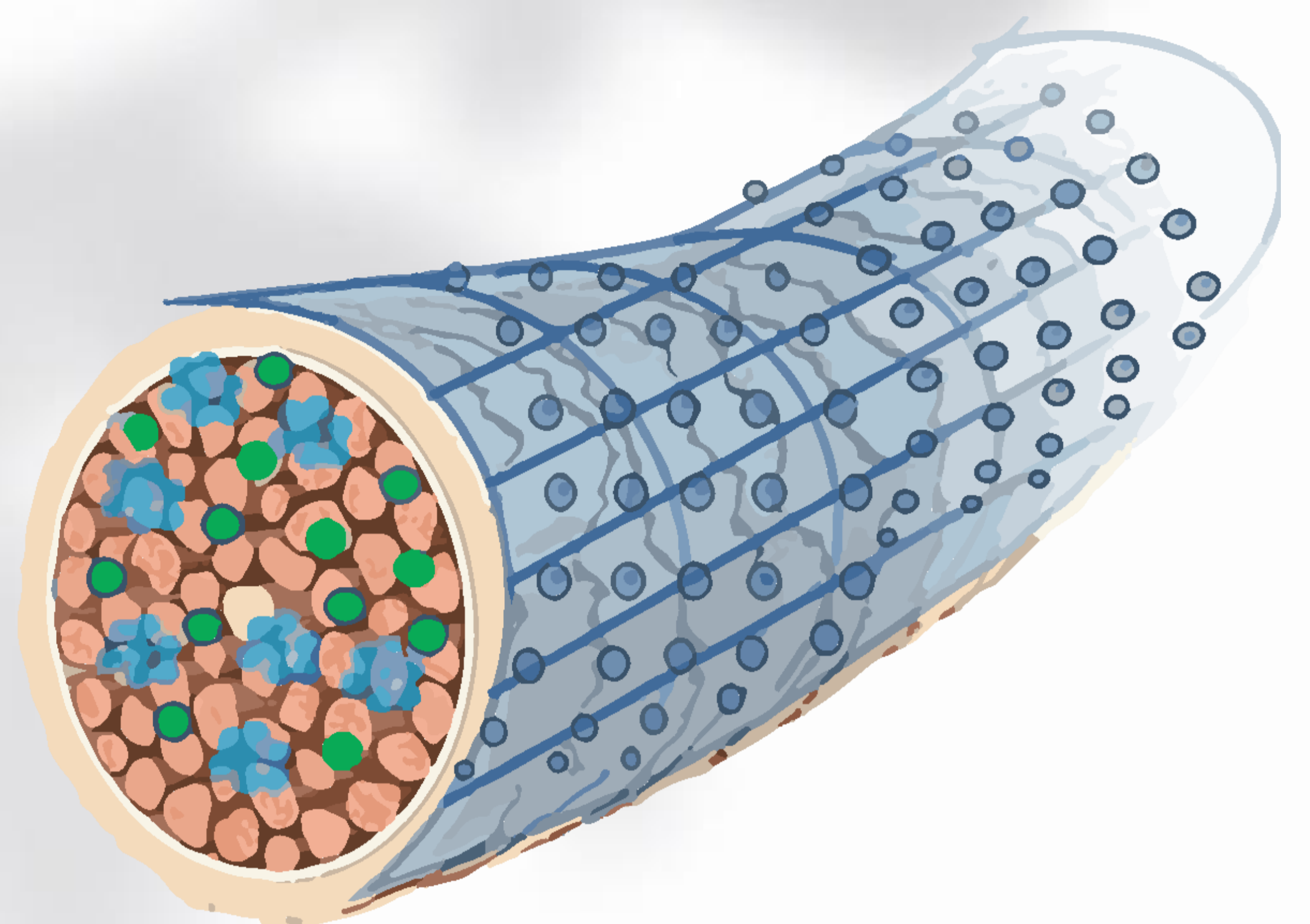


ELECTA

formulation technology

- **WPBS (Weighted Pigment Balancing System)**

Dual Action Technology for perfect delivery and development of highly refined pigments. Innovative simultaneous lift and deposit system ensures perfect coverage, high quality fashion shades and long lasting colour retention



ACTIVES

Quinoa: Increases color durability, improves hair structure, moisturizes and protects

Corallina Officinalis: remineralizes and brightens, moisturizes, protects and nourishes

Goji Berries: remineralizes, hydrates, nourishes and gives elasticity



ELECTA

finest hair color



FEATURES

Electa is the innovative permanent hair coloring system that uses a unique technology that provides coverage, reflection intensity, color uniformity, extreme shine and conditioning.

Electa finest hair color is the first line developed with innovative bivalent technology:

- Weighted Pigment Balancing System
- Homogeneous Deposition System



100 ml

ACTIVES

Quinoa, Corallina Officinalis, Bacche di Goji

HOW TO *use*

see protocol in-salon services

92%
INGREDIENTS
OF NATURAL
ORIGIN

0%
PARABENS
FREE

104
SELECTED
NUANCES

t
INNOVATIVE
BIVALENT
TECHNOLOGY


TAILOR
MADE FOR
SALONS

1:1,5
ALL NUANCES
MIX RATIO

1:2
SUPERLIGHTNERS
MIX RATIO

technical **REMARKS**

KEY *benefit*

- Brightness, shine and silkiness
- Variety of nuances
- Full coverage and brilliant reflections
- Exceptional duration
- Scalp comfort





ACTIVATOR

stabilized cream

FEATURES

Cream oxygens with a stabilized formula based on Jojoba Oil and Cocoa Butter. Its high level of quality makes it possible to protect the hair during the entire coloring phase. Specially formulated to be used as an activator for all Roverhair services.

ACTIVES

Jojoba Oil and Cocoa Butter

HOW TO *use*

Add the measured amount together with the color and bleach, mix thoroughly. Proceed with application following the recommended application time according to the chosen service



1000 ml

KEY *benefit*

- Creamy, comfortable and gentle texture that enhances product performance
- anti-oxidant



97%
INGREDIENTS
OF NATURAL
ORIGIN

0%
PARABENS
FREE

5
SELECTED
VOLUME



technical REMARKS

5 - 10 - 20 - 30 40 vol.
1,5%- 3% - 6% - 9% - 12%





ELECTA

In-salon services protocol



COVERAGE GRAY HAIR

Electa's natural shades (Naturals and Intense Naturals) cover up to 100% of gray hair.

% GRAY HAIR	NATURAL	REFLEX	CORRECTOR
30-40%	15 gr	25 gr	5 gr
45-60%	20 gr	20 gr	5/10 gr
70-80%	25 gr	15 gr	10/15 gr

NB: on 100% white or gray hair, apply the natural part of a darker tone

HOW TO USE CORRECTORS

Silver: Gently counteracts unwanted orange highlights, ideal from level 7 and up

Ash: Counteracts unwanted orange highlights, ideal from level 7 and below

Violet: creates iris  reflections and dulls the yellow

Copper: enhances copper reflex

Green: Counteracts red highlights by neutralizing

Blue: Counteracts orange highlights by neutralizing

Clear: gives shine to the nuances



TIPS & TRICKS



ELECTA DID YOU KNOW THAT?



• HOW TO CONTROL THE WARM REFLEX

Within the chosen shade, add a small amount of concealer

- **Blue** or **green** on dark shades
- **Ash** on medium shades
- **Silver** on light shades

RECIPE

Add into the color mixture the Activator in relation to the total weight of the mixture.

• HOW TO ACHIEVE EVEN COLOR ON LENGTHS AND ENDS

To equalize the porosity of the hair and prepare an even base apply before the color service Balancer - Porosity off

