

AMMONIA FREE DEMI PERMANENT COLOR

ESSENCE

with VEGETABLE KERATIN

 **ROVERHAIR®**
ORGANIC HAIRCARE



ESSENCE

DEMI PERMANENT AMMONIA-FREE CREAM TONER TECHNOLOGY IS IDEAL FOR TONING LIGHTENED HAIR WITHOUT BREAKING OF THE NATURAL HAIR

The line contains:

- 15 shades in cream gel
- 1 toning activator

Why choose it?

- tones hair while preserving the hair structure.
- ZERO LIFT – tones, neutralises or enhances hair without breaking the natural base - NO BASE BREAK
- Perfect for tone on tone and deposit of depth and tone
- High shine across all shades





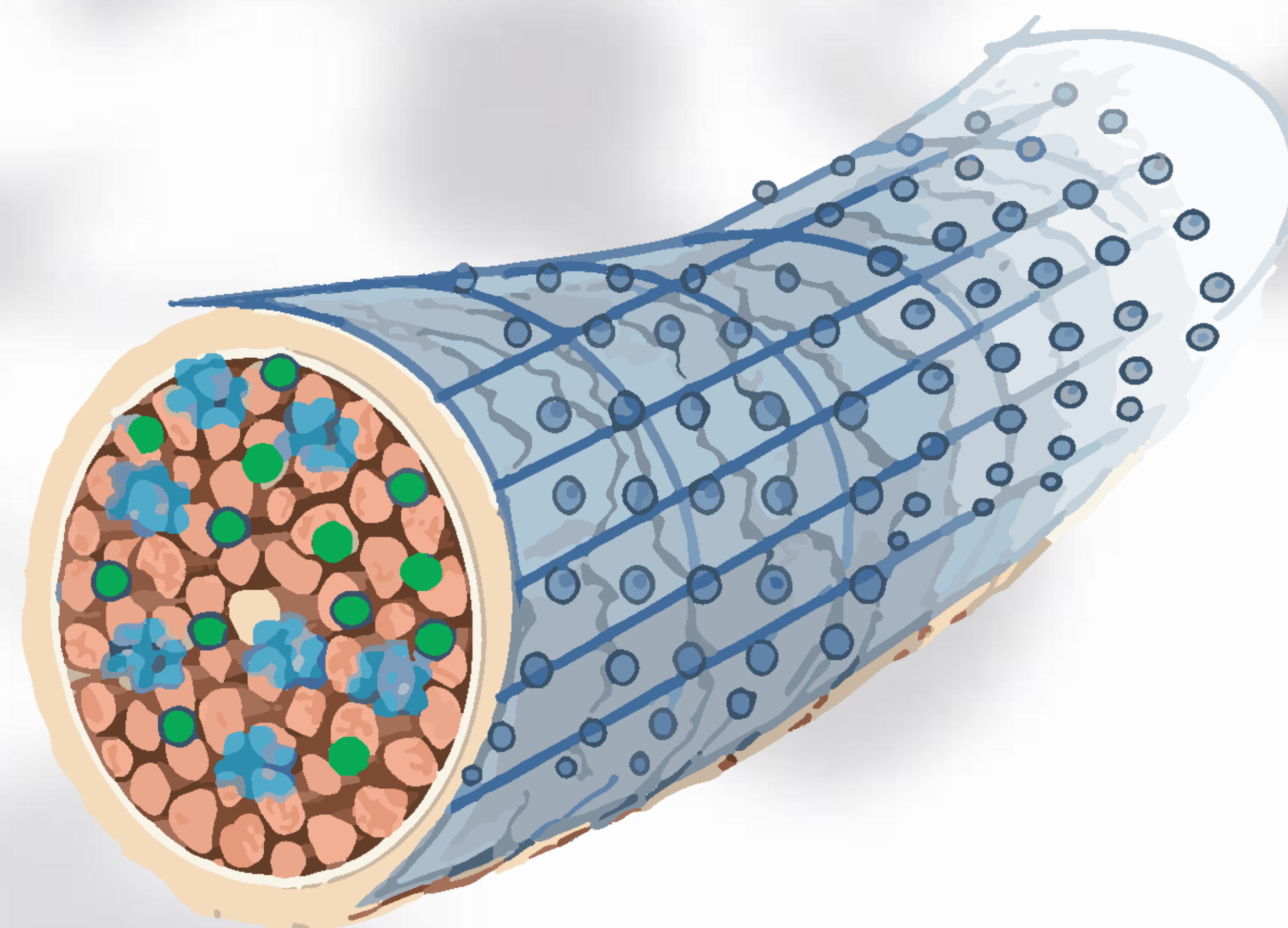
BLONDE BRONDE *or* BRUNETTE?

DISCOVER YOUR TRUE *zero lift* ESSENCE



ESSENCE

formulation technology



Alkaline product that by mixing its 5 vol. activator reduces alkalinity to an acidic pH.

Application with the appropriate oxidant 5 vol.

Lasts up to 20 washes

Does not affect base color

Easy application due to its fluid texture

Very concentrated formula (rich in pigments) that ensures depth of reflection

For a less intense result, it is recommended to dilute the chosen color with Clear

{ **0%** **AMMONIA**
PPD
PARABENS
RESORCIN }

ACTIVES

VEGETABLE KERATIN COMPLEX

Prunus armeniaca (apricot) kernel oil

Lens Esculenta (Lentil) Seed Extract

Hydrolyzed Cicer Seed Extract

Chenopodium Quinoa Seed Extract

- hydrates
- nourishes
- conditions



ESSENCE

bright toner

FEATURES

Professional demi professional coloring system permanent without ammonia. Neutralizes undertones after lightening and brightens lengths after coloring. Tones or neutralizes streaks and balayage, without lightening the natural base. Acts gently without lightening hair's natural pigments or damaging the cuticle.

ACTIVES

Vegatal Keratin Complex (Prunus armeniaca (apricot) kernel oil Lens Esculenta (Lentil) Seed Extract Hydrolyzed Cicer Seed Extract Chenopodium Quinoa Seed Extract

HOW TO *use*

See protocol

94%

INGREDIENTS
OF NATURAL
ORIGIN

0%

AMMONIA
PPD,
RESORCINOL
& PARABENS
FREE

10

SELECTED
TONER
NUANCES



TAILOR
MADE FOR
SALONS

1:1

ALL NUANCES
MIX RATIO

technical REMARKS



100 ml

KEY *benefit*

- Zero lift - does not change base color
- Gentle action
- Does not damage cuticles
- Gloss effect
- Neutralizes undertones after lightening





ACTIVATOR

stabilized cream

FEATURES

Oxygen 5 vol cream with a stabilized formula based on Jojoba Oil and Cocoa Butter. Its high level of quality allows it to protect hair throughout the coloring process. 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 coloring cream and mix thoroughly. Proceed with application following the recommended application time according to the chosen service.



VEGAN
FRIENDLY

97%

INGREDIENTS
OF NATURAL
ORIGIN

0%

PARABENS
FREE



TAILOR
MADE FOR
SALONS



1000 ml

KEY *benefit*

- acidifying action
- creamy, comfortable and gentle texture that enhances product performance
- stabilized formula ensures the fidelity of the indicated volumes over time

technical REMARKS



ROVERHAIR
ORGANIC HAIRCARE



ESSENCE
BRIGHT TONER

UP TO 94% INGREDIENTS
OF NATURAL ORIGIN
PL. AMMONIA, PPD,
RESORCINOL & PARABEN

With Vegetable Keratin

DEMI COLOR

✓ Vegan Friendly

100 ml e 3.4 fl.oz

ROVERHAIR
ORGANIC HAIRCARE



ESSENCE
BRIGHT TONER

UP TO 94% INGREDIENTS
OF NATURAL ORIGIN
PL. AMMONIA, PPD,
RESORCINOL & PARABEN

With Vegetable Keratin

DEMI COLOR

✓ Vegan Friendly

100 ml e 3.4 fl.oz



ESSENCE

Protocol Salon Services

- RINSE OFF THE DISCOLORATION
- CLEANSE WITH PH SAVER ACID SHAMPOO
- APPLY REBUILDER AND LEAVE ON 15 MIN
- RINSE AND PAT DRY WITH A TOWEL
- DIVIDE THE HEAD INTO SECTIONS AND APPLY THE TONING MIXTURE (1:1) STARTING FROM THE LOW NAPE AREA
- LEAVE ON WHILE VISUALLY CHECKING THE RESULT
- (5 to 20 MIN)
- RINSE WITH WATER AND PROCEDURE WITH SHAMPOO AND MASK (PH SAVER or ULTIMATE NUTRIS)





ESSENCE

color chart

5/0

brunette castano chiaro
brunette light chestnut
brunette châtain clair
brunette castaño claro
brunette hellbraun
brunette lichtbruin
brunette کستانی فاتح
brunette رماندی

6/1

brunette cenere
brunette ash
brunette cendré
brunette ceniza
brunette asch
brunette as
brunette رماندی

6/13

brunette cenere dorato
brunette ash gold
brunette cendré doré
brunette ceniza dorado
brunette goldenasch
brunette as goud
brunette اشقر دهب

6/8

brunette tabacco
brunette tobacco
brunette tobacco
brunette tabac
brunette tabak
brunette tabak
brunette شقر الوديش

7/0

bronde blondo
bronde blonde
bronde blond
bronde rubio
bronde blond
bronde blond
bronde شقر

7/23

bronde viola dorato
bronde violet gold
bronde violet doré
bronde violeta dorado
bronde goldviolett
bronde violet goud
bronde بنفسجي ذهبي

7/44

bronde ramato intenso
bronde intense copper
bronde cuivré intense
bronde cobrizo intenso
bronde kupfer intensiv
bronde intens koper
bronde اشقر نحاسي كثيف

8/13

bronde cenere dorato
bronde ash gold
bronde cendré doré
bronde ceniza dorado
bronde goldenasch
bronde as goud
bronde اشقر دهب

8/32

bronde dorato irisé
bronde golden irisé
bronde doré irisé
bronde dorado irisé
bronde gold irisierend
bronde irisée goud
bronde اشقر نحاسي ذهبي

9/03

blonde naturelle dorato
blonde natural gold
blonde naturel doré
blonde natural dorado
blonde helles gold
blonde licht goud
bronde ذهبي فاتح

9/11

blonde cenere intenso
blonde ash intense
blonde ceniza intenso
blonde cendré intense
blonde intensive asche
blonde as intense
bronde رماندي داكن

9/12

blonde lavanda cenere
blonde lavender ash
blonde ceniza lavanda
blonde lavande cendre
blonde lavendelasche
blonde lavender as
bronde رماندي لافندر

9/21

blonde viola ghiaccio
blonde ice violet
blonde violeta hielo
blonde violet glace
blonde eisviolett
blonde ijs violet
bronde آيس فيرويت

10/13

blonde ash gold
blonde cendré doré
blonde ceniza dorado
blonde goldenasch
blonde as goud
bronde اشقر دهب

CLEAR

clear
clear
clear
clear
clear
clear
clear صافي

free OF AMMONIA, PPD, RESORCINOL & PARABEN

VEGAN
FRIENDLY
CRUELTY FREE

ROVERHAIR®
ORGANIC HAIRCARE

ECO FRIENDLY
PRINTED WITH ECO INK
ON RECYCLED PAPER



TIPS & TRICKS



ESSENCE

clear



● Clear

- in **1:1** blend with Activator 5 vol. creates gloss effect
- in a **1:3** blend to essence nuances to create new nuances with delicate, luminous highlights (9.21 + Clear = 10.21)
- the blend of nuances with Clear varies depending on the desired result
- used with the other nuances we can create endless fashion effects to express your creativity to the fullest

9/21



Blonde Ice violet

10/21



Platinum blonde
Ice violet



ESSENCE

brunette series



● 5/0 - Brunette Light Chestnut

- used 1:1 for intense colors
- ideal for creating natural tone-on-tone looks (starting from a tone height of 6) to tone lightenings (starting from tone heights of 7-8)
- used mixed with CLEAR with the ratio (3+1) to achieve a **6/0** (ex: 30 gr clear+ 10gr 5/0= 6/0)
- recommended for creating grounds for lightening techniques.
- variable application time depending on the desired shade

● 6/1 - Brunette Ash

- used 1:1 for intense colors
- ideal for creating natural cool tone-on-tone looks (starting from a 7 tone height) and toning on lightenings
- used in a blend with CLEAR with the ratio (3+1) to achieve a **7/1** (ex: 30 gr clear+ 10gr 6/1= 7/1)
- recommended for creating cool bases with **Airtouch** and **Balayage** techniques
- variable application time depending on the desired shade



ESSENCE

brunette series



● 6/13 - Brunette Ash Gold

- used 1:1 for intense colors
- ideal for creating natural tone-on-tone looks (starting at a tone height of 6) and toning on lightening (starting at tone heights of 7-8)
- used mixed with CLEAR to achieve hazelnut tones between brown and blonde **7.13** (for a tone height of 7)
- variable application time depending on the desired shade

● 6/8 - Brunette Tobacco

- used 1:1 for intense colors
- ideal for creating natural tone-on-tone looks (starting at tone height 6) and toning on lightenings (starting at tone heights 7-8)
- used mixed with CLEAR to achieve caramel tones between brown and blonde **7/8** (for a tone height of 7)
- variable application time depending on the desired shade

● 7/0 - Brunette Blonde

- used 1:1 for intense colors
- ideal for creating natural tone-on-tone looks (starting from a tone height of 8) and toning on lightenings. Recommended application bases 8-9-10
- used mixed with CLEAR with the ratio (3+1) to obtain a **8/0** (ex: 30 gr clear+ 10gr 7/0= 8/0)
- variable application time depending on desired shade



ESSENCE

bronde series



● 7/23 - *Bronde Violet Gold*

- used 1:1 for intense colors
- ideal for creating natural tone-on-tone looks (starting at a tone height of 7) and toning on lightening
- used mixed with CLEAR to achieve light hazelnut shades **8/23** (for a tone height of 8)
- variable application time depending on the desired tone

● 7/44 - *Bronde Intense Copper*

- used 1:1 for intense colors
- ideal for creating intense, bright auburn tone-on-tone looks (starting at a tone height of 7) and toning on lightening
- used mixed with CLEAR to achieve softer, less intense tones. To achieve a lighter tone **(8/44)** mix with clear (3+1) (ex: 30gr clear+10gr 7/44=8/44)
- variable application time depending on the desired shade

- 8/13 - *Bronde Ash Gold*

- used 1:1 for intense colors
- ideal for creating natural tone-on-tone looks (starting from a tone height of 8) and toning on lightening
- used mixed with CLEAR to achieve beige tones **9/13** (for a tone height of 8-9)
- variable application time depending on the desired tone



ESSENCE

bronde series



● 8/32 - *Bronde Golden Irisè*

- used 1:1 for intense colors
- ideal for creating unique and luminous looks.
- tone on tone (starting from a tone height of 8) and toning on lightening with tone heights 9-10
- used mixed with CLEAR to achieve lighter shades 9/32 with the ratio (3+1) (ex: 30 gr clear+ 10gr 8/32= 9/32)(for a 9- 10 tone height)
- recommended post lightening or bleaching on 9/3 - 10/3 bases to achieve perfect Peach blonds
- variable application time depending on the desired shade



ESSENCE

blonde series



●9/03 - *Blonde Natural Gold*

- used 1:1 for intense colors
- ideal for creating natural looks and toning on lightened or bleached hair, and having very light fashion effects
- (starting from a tone height of 9-10)
- mixed with CLEAR to create natural golden shades **10/03**
- (starting from a tone height of 9-10)
- variable application time depending on the desired shade

●9/11 - *Blonde Ash Intense*

- used 1:1 to dull all lightening primers from orange tones, on lightened or bleached hair
- mixed with CLEAR to create silver **10/11** effects
- (starting from a tone height of 9)
- variable application time depending on the desired shade

●9/12 - *Blonde Levender Ash*

- used 1:1 for intense colors
- ideal for reducing orange-yellow tones from lightened or bleached hair and having very light fashion effects - (starting from a 9-10 tone height)
- mixed with CLEAR to create lilac/glycine pastel shades **10/12**
- (starting from a tone height of 9-10)
- variable application time depending on the desired shade



ESSENCE

blonde series



● *9/21 Blonde Ice Violet*

- used 1:1 for intense colors
- ideal for reducing orange-yellow tones on lightened or bleached hair
- used in a blend with CLEAR to achieve **10/21** tones (starting from a 9-10 tone height)
- variable application time depending on the desired shade

● *10/13 - Blonde Ash Gold*

- used 1:1 for intense color
- ideal for creating natural platinum looks, toning bleached or bleached hair for ultra-light fashion effects
- (starting from a tone height of 10)
- used in a blend with CLEAR to achieve golden **ashy platinum tones** (starting from a tone height of 10)
- variable application time depending on the desired shade

