

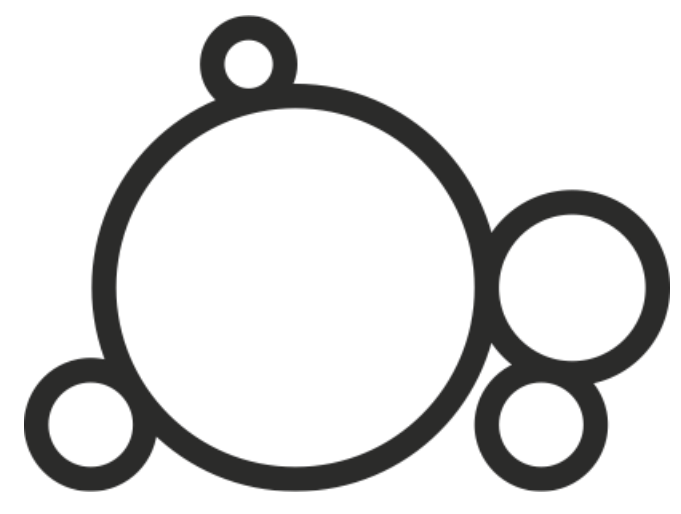


COLOR KEEPER

pH SAVER

with GREEN CAVIAR & ACID PHYTO-COMPLEX

 ROVERHAIR®
ORGANIC HAIRCARE



pH SAVER



A specialised range designed for chemically treated hair. Restoring the hairs natural pH post chemical treatment, this range helps prolong colour retention.

this line contains

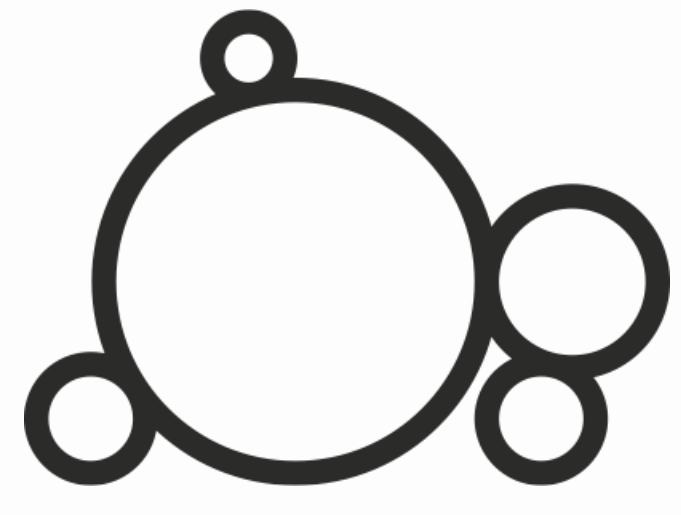
- Acid shampoo
- Acid mask
- Essential oil infusion
- Color defender

why choose it?

- Restores the hairs natural pH
- Increases colour retention
- Nourishes and increases hydration
- Seals the cuticle promoting shine







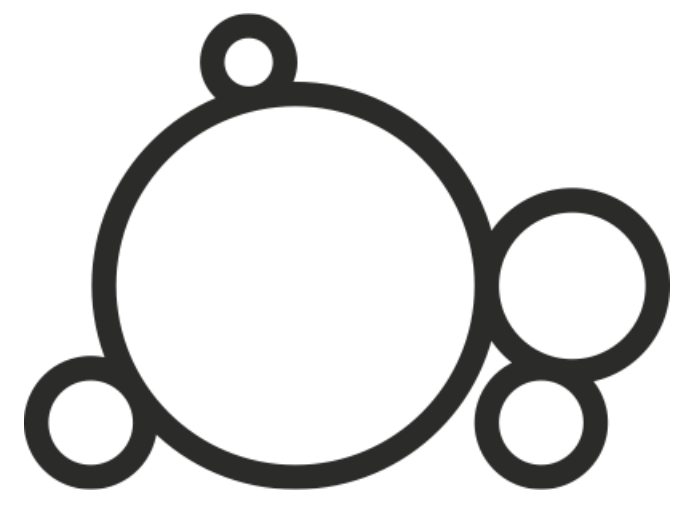
pH SAVER

formulation technology

Phytocomplex using Lemon, Grape and Apple Vinegar Extract is highly moisturizing and has antioxidant properties. Sealing the cuticle maintains the hairs natural fibers increasing strength and manageability

Plant Caviar: : Moisturizing, brightening and anti-aging action; longer lasting coloration

Aloe Vera: moisturizing and brightening action



ACID SHAMPOO

color keeper

FEATURES

Acid pH shampoo post color. Seals hair cuticles and exerts a gentle cleansing action.

ACTIVES

Phytocomplex (extract of lemon, grape and apple cider vinegar) and Plant Caviar

HOW to use

Apply to damp hair, massage, leave on and rinse. Repeat as needed.



10-250-1000 ml

KEY benefit

- Seals hair cuticles due to acidic pH
- Performs a gentle cleansing action

89%

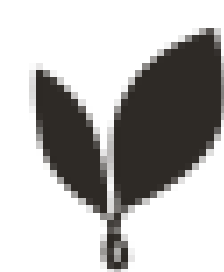
INGREDIENTS OF NATURAL ORIGIN

0%

SILICONS, PARABENS SLES/SLS, EDTA FREE

4.5-5.5

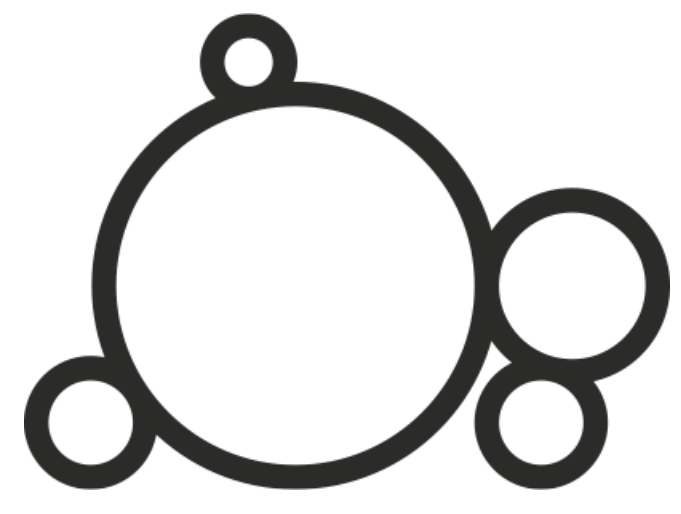
pH TESTED VALUE



VEGAN FRIENDLY

technical REMARKS





ACID MASK

color keeper

FEATURES

Post-color acid pH mask. It complements the action of the shampoo by deeply moisturizing the fiber hair fiber.

ACTIVES

Phytocomplex (extract of lemon, grape and apple cider vinegar) and Plant Caviar

HOW to use

Apply to washed and towel-dried hair, massage, leave on for 3-5 minutes and rinse thoroughly.

94%
INGREDIENTS
OF NATURAL
ORIGIN

0%
SILICONS,
PARABENS
EDTA FREE

3-4
pH
TESTED
VALUE


VEGAN
FRIENDLY

technical **REMARKS**

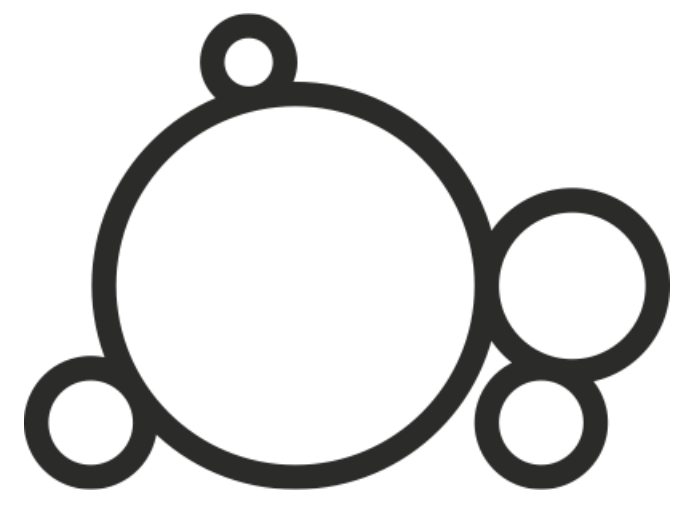


10-250-1000 ml

KEY benefit

- Complements the action of the shampoo
- Deeply moisturizes the hair fiber





ESSENTIAL OIL

color keeper



FEATURES

Balanced complex of vegetable oils and quaternary salts. It gives silkiness, hydration and softness to the hair without weighing it down.

ACTIVES

Phytocomplex (Salvia Officinalis, Flax, Jojoba, Avocado, Soybean Oil) and Aloe Vera

HOW to use

For LENITIVE ACTION in skin: mix the vial of Essential Oil in the amount equal to 10% of the color cream (do not exceed so that the coloring mixture does not become excessively liquid)

For a CONDITIONING ACTION: excellent for fine hair, mix half a vial with lukewarm water (1:1) and form an emulsion with the help of whisk, apply as a mask.



10 ml

KEY benefit

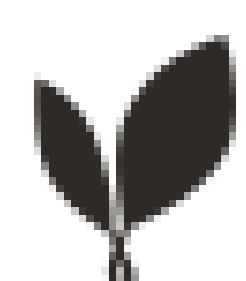
- Gives silkiness, hydration and softness
- Does not weigh down
- Soothes sensitive scalp

0%

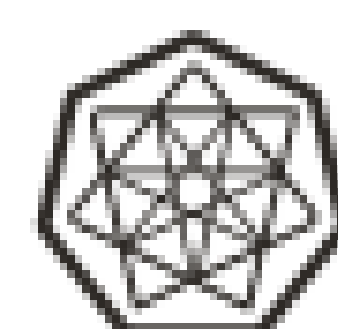
SILICONS,
PARABENS
SLES/SLS, EDTA
FREE



MULTIPLE
SALON
SERVICES



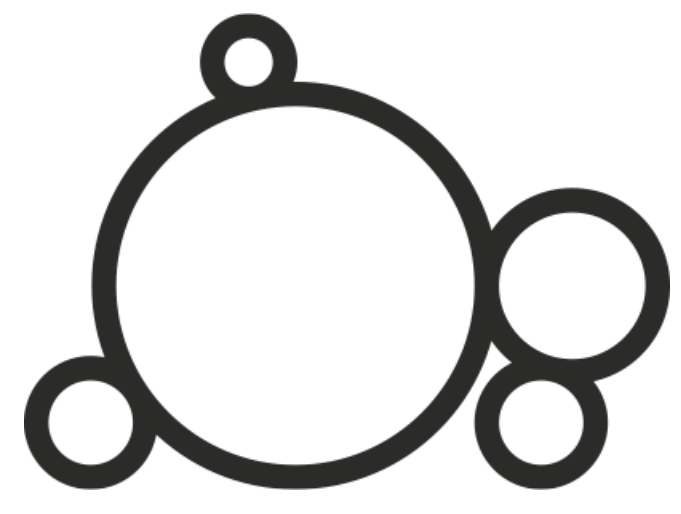
VEGAN
FRIENDLY



TAILOR
MADE FOR
SALONS

technical REMARKS





COLOR DEFENDER

color keeper

FEATURES

Post color leave-in serum, acidifying, moisturizing and conditioning with thermo-protective action.

ACTIVES

Phytocomplex (extract of lemon, grape and apple cider vinegar) and Plant Caviar

HOW to use

Apply to damp hair. Do not rinse.



150 ml

93%
INGREDIENTS
OF NATURAL
ORIGIN

0%
SILICONS,
PARABENS
SLES/SLS, EDTA
FREE

3-4
pH
TESTED
VALUE


VEGAN
FRIENDLY

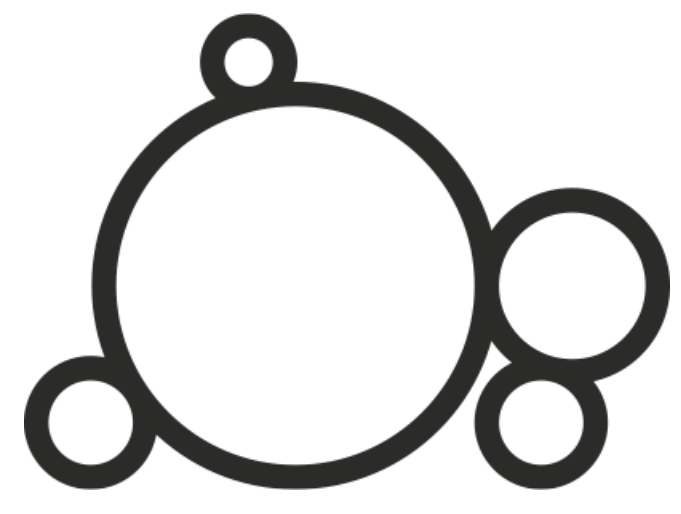

LONG LASTING
COLOR
TECHNOLOGY

KEY benefit

- helps keep the color longer
- without rinsing
- easy and immediate in use

technical REMARKS



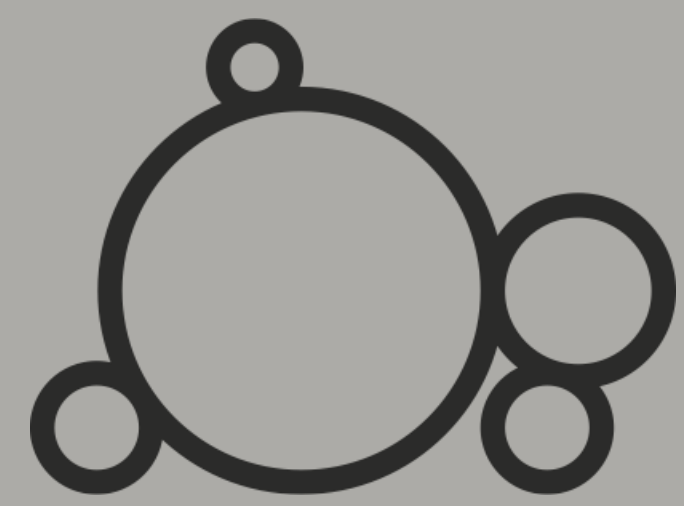


pH SAVER

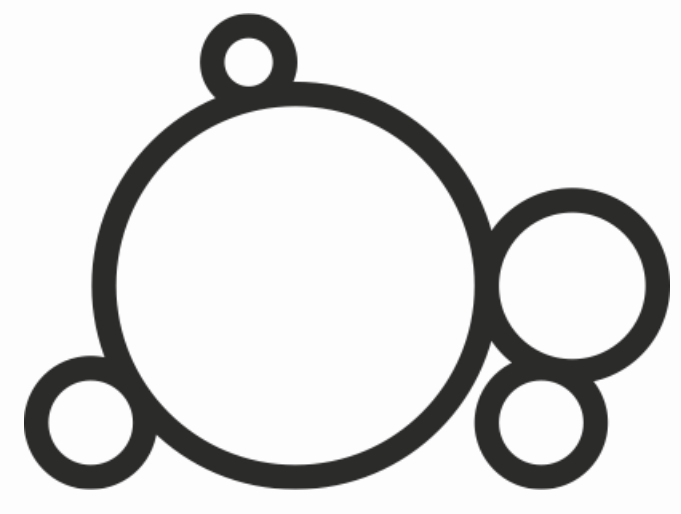
In-salon services protocol



	PRO COLOR TREATMENT	POST-COLOR TREATMENT
PRE-APPLICATION	ESSENTIAL OIL INFUSION In the color mix RATIO ¼ vial every 50gr of color	
WASHING	ACID SHAMPOO	ACID SHAMPOO
TREATMENT	THIN HAIR ESSENTIAL OIL INFUSION + WATER in a shaker THICK HAIR MASK ACID	THIN HAIR ESSENTIAL OIL INFUSION + WATER in a shaker THICK HAIR MASK ACID
SPECIFIC STYLING	COLORED HAIR COLOR DEFENDER HAIR WITH PERM CURL DEFINER	COLORED HAIR COLOR DEFENDER HAIR WITH PERM CURL DEFINER



TIPS & TRICKS



pH SAVER TIPS & TRICKS



- **How to increase PH SAVER services in the salon**

Prepare monthly cards containing 4 pH Saver treatments to do in the salon (1 per week).

1 resale product and 1 complimentary face mask.

- **COMFORT and HYDRATION**

You can add Essential Oil to oxidation coloring or apply it directly to the skin for added skin comfort. If you want to increase hydration on fine hair, you can emulsify Essential Oil after Acid Shampoo.

