



TECHNICAL PRODUCTS



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



VEGAN FRIENDLY

97%
INGREDIENTS
OF NATURAL
ORIGIN

0%
PARABENS
FREE

5
SELECTED
VOLUME



TAILOR
MADE FOR
SALONS

technical REMARKS

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





DEEP CLEANSER

pre-treatment shampoo

FEATURES

Specific preparatory shampoo with alkaline pH. Promotes the opening of cuticles ensuring deep cleansing and removal of impurities and residues from the hair and enhancing the action of smoothing, reconstruction and toning treatments.

ACTIVES

Hydrolyzed Keratin, Collagen and Panthenol

HOW TO *use*

Apply to wet hair. Massage to promote penetration into the hair fiber and leave on for 5 minutes. Rinse with plenty of water until product is completely removed.

technical REMARKS



1000 ml

KEY *benefit*

- Cleanses and removes impurities
- Ideal preparator to an alkaline environment





SKIN SAVER

anti-stain serum

FEATURES

Protective serum with anti-stain, anti-reddening and anti-irritation action on the skin, acts through the creation of a protective film. Use before color application near the hairline.

HOW TO *use*

Pour the product onto fingertips and apply it to the skin near the hairline

technical REMARKS



250 ml

KEY *benefit*

- Protective serum with anti-staining action
- Anti- redness
- Anti-skin irritation
- It acts by the creation of a protective film





SKIN CLEANSER

color stain remover

FEATURES

Skin Cleanser is the ideal product to use for removing color halos left on the skin near the hairline following dye application



250 ml

HOW TO *use*

Apply a small amount of product to dry skin using a absorbent cotton pad and rub gently until stains are completely removed, then rinse.

KEY *benefit*

- easy
- immediate
- fast

technical REMARKS





COLOR REMOVER

color correction

FEATURES

Kit formulated to remove or correct a cosmetic (oxidation) coloration by removal of applied pigments.

It allows the transition from a dark to a lighter artificial color and/or to clean up color overloads.

ACTIVES

Avena sativa Extract

HOW TO *use*

- Mix Phase 1 and Phase 2 in a non-metallic bowl, Mix Ratio 1:1
- Immediately and quickly apply the mixture to dry, unwashed hair
- Cover with a plastic cap and place under dry heat source at medium-low temperature
- Setting time: up to 40-45 minutes, checking the result often
- Rinse with warm water
- Proceed to wash with Acid Shampoo-pH Saver
- run the test apply Activator at 10 vol. exposure time: 3 minutes
- Dry partially and proceed with desired coloring as per protocol

technical **REMARKS**



2 x 150 ml

KEY *benefit*

- Does not affect the hair's natural pigmentation
- Acts on all oxidation colors (permanent)
- Its acid pH formula is gentle and safe for the hair





POLYVALENT OIL

gentle lightening

FEATURES

Multi-purpose oxidation cosmetic oil with gentle lightening action. Greater control and an even result on the lightening/cleaning base.

ACTIVES

Argan Oil, Apricot Kernel Oil, Hydrolyzed Cicer Seed Extract and Quinoa Seeds

HOW TO *use*

In root with color / on cosmetically colored lengths / in root with super lightener / on natural lengths / gloss effect / shatush effect

technical REMARKS

- Sun kissed effect – used alone - on natural hair
- Gloss – mixed with the color
- Soft Sun kissed effect – used alone - on colored hair
- Color cleaning - used alone - on colored hair



250 ml

KEY *benefit*

- Greater control
- Homogeneous result
- Slight lightening
- Gloss effect






POLYVALENT OIL

Protocol Salon Services



	PRODUCT	MIX RATIO	TIME
SWEET LIGHT SERVICE on natural hair	Polivalent Oil + Activator	1:2	up to 50 min
GLOSS SERVICE on coloured hair	Pol. Oil + Colore + Activator	1:1,5 (Pol. Oil 20% of the color)	35 min
SOFT LIGHT EFFECT on coloured hair	Polivalent Oil + Activator	1:1,5	up to 40 mi
COLOR CLEANING on coloured hair	Polivalent Oil + Activator 5 or 10 vol.	1:2	visual control



BALANCER

porosity off

FEATURES

Used before each technical service, it evens out the structure of the hair, preparing and optimizing the success of the treatment and prolonging its duration. It restructures only the excessively porous and most sensitized areas of the hair, restoring the natural hydrolipid balance.

ACTIVES

Hydrolyzed Keratin, Sweet Almond Protein and Hydrolyzed Silk

HOW TO *use*

Spray on dry hair before technical service (color, bleaching)

technical REMARKS



150 ml

KEY *benefit*

- Preparator for color treatment
- Optimizes and prolongs color durability
- Porosity balancer

