



ECO  
*hairspray*

AUTHENTIC  
VOLUMIZING STRONG  
NO GAS HAIRSPRAY

LACCA NO GAS A RAPIDA ASCIUGATURA  
CON FISSAGGIO FORTE. CONTIENE ALCOHOL  
NATURALE DI BARBABIETOLA DA ZUCCHERO  
VERSATILE PER OGNI TIPO DI ACCONCIATURA.  
NO GAS HAIRSPRAY CHARACTERIZE BY A  
QUICK DRYING AND A STRONG FIXATION. IT  
CONTAINS NATURAL SUGAR BEET ALCOHOL  
VERSATILE FOR ANY TYPE OF HAIRSTYLE.

VOLUMIZING  
*mousse*

AUTHENTIC  
VOLUMIZING STRONG  
MOUSSE

MOUSSE UNICA CHE CONFERISCE CORPO E  
STRUTTURA MANTENENDO I CAPELLI SETOSI  
E LAVORABILI. TECNOLOGIA MEMORY CHE  
GARANTISCE EFFETTI A LUNGA DURATA.  
A UNIQUE MOUSSE WHICH MOULDS AND  
TEXTURISES YOUR HAIR, LEAVING IT SILKY AND  
EASY TO STYLE. ITS MEMORY TECHNOLOGY  
GUARANTEES A LONG-LASTING HOLD.

ROVERHAIR  
LIGHT WATER  
WAX  
AUTHENTIC

BRIGHTENING WATER V  
ORGANIC PHYTOCOMPLEX  
ON APPLE, LEMON, GRAPES  
pH 4.5 - 5.5  
www.roverhair.it

SLEEK  
*Milk*

AUTHENTIC  
SLEEK LOOK  
LEAVE-IN

ORGANIC PHYTOCOMPLEX  
BASED ON APPLE, LEMON,  
GRAPES AND BRAN  
LATTE LISCIANTE ANTI-CRESPO SENZA  
RISCACQUO AZIONE LUCIDANTE  
TERMO PROTETTIVA ANTI-UMIDITA  
NO-RINSE ANTI-FRIZZ SMOOTHING MILK SHINING  
THERMO-PROTECTIVE & ANTI HUMIDITY ACTION

CURL  
*definer*

AUTHENTIC  
CURL REVIVING  
CREAM

ORGANIC PHYTOCOMPLEX  
BASED ON APPLE, LEMON,  
GRAPES AND BRAN  
CREMA RAVVIVA RICCI A LUNGA DURATA PER  
CAPELLI MOSSI E ONDE FLUENTI. PROTEGGE  
DALL'UMIDITA CONTRASTANDO L'EFFETTO  
CRESPO.  
LONG-LASTING CURL REVIVING CREAM FOR  
WAVY HAIR AND FLOWING WAVES. PROTECTS  
AGAINST HUMIDITY WHILE COMBATING FRIZZ.

ANTI POLLUTION STYLE&FINISH

# AUTHENTIC

*with* ORGANIC PHYTOCOMPLEX

ROVERHAIR®

ORGANIC HAIRCARE



# AUTHENTIC

A complete range to compliment all your styling and finishing needs. Thanks to the phytocomplex of grape, apple, lemon and wheat bran the Authentic Range improves the hairs shine whilst protecting it from heat and environmental pollution. Your complete stylist's toolkit.

*this line contains*

- Curl Definer
- Sleek Milk
- Heat Proof
- Eco Hairspray
- No Gravity Hairspray
- Volumizing Mousse
- Light Water Wax
- Define Matt Clay
- Hard Fixing Gel
- Shine Control Fluid
- Curl Control Cream
- Bodifyer

*why choose it?*

- Anti-pollution
- Moisturizing
- Protective
- to build lines and shapes
- define and hold
- create textured styles

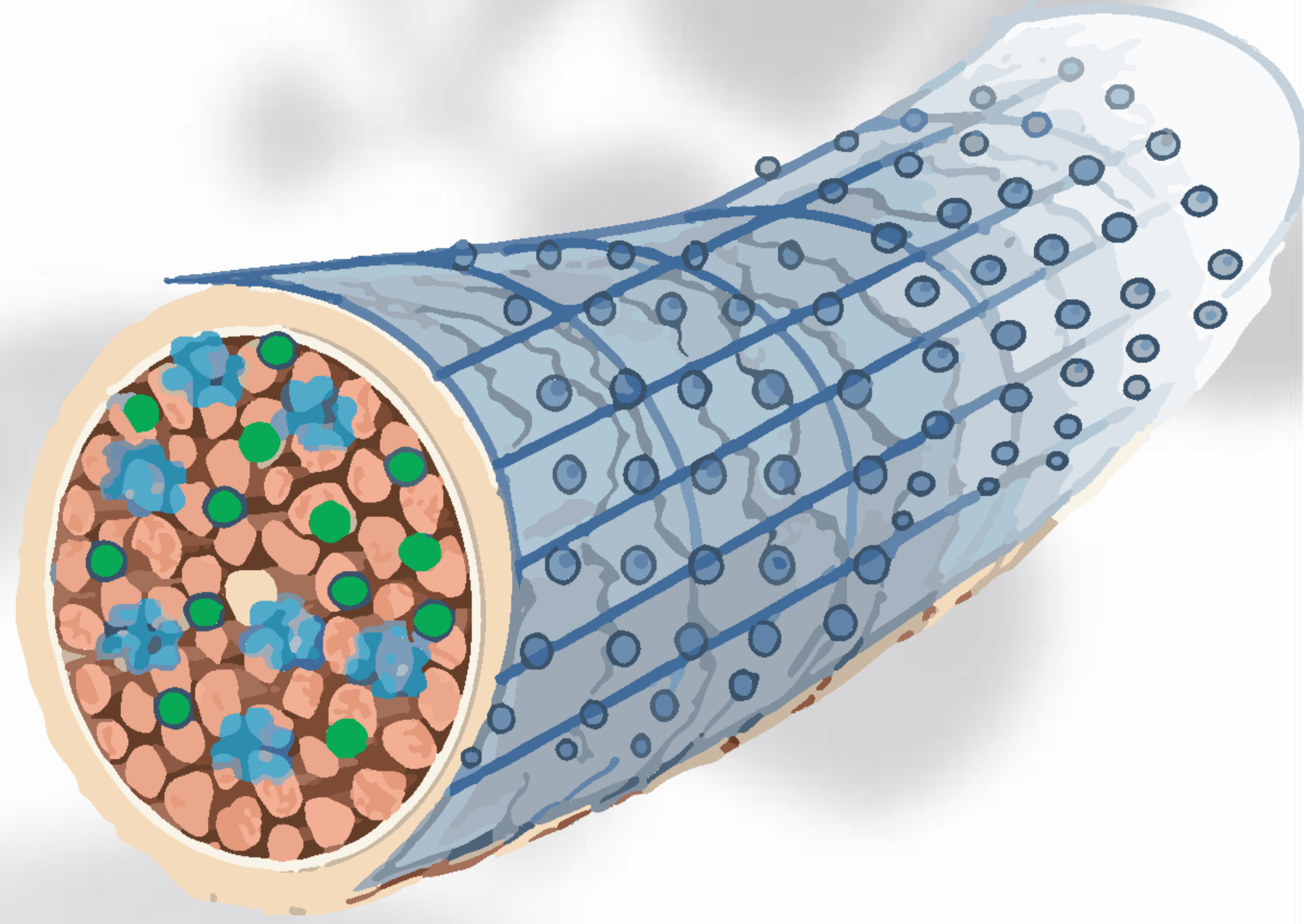






# AUTHENTIC

## *formulation technology*



### **Anti- pollution Technology**

The AHAs (alpha hydroxy acids) contained in the phytocomplex ensure: exceptional shine, environmental protection, longer lasting cosmetic color, instant hydration and softness, and restoration of acid pH on the cuticular part.

A formulation containing the molecular bioliquetion technology is rich in organic grape skins, lemon, apple, and bran. Authentic guarantees protection of the structure of the hair and cuticle against heat and environmental stressors for perfect styling.

### **ACTIVE INGREDIENTS**

**Phytocomplex** (made from grape, apple, lemon and wheat bran), which prevents cosmetic color fading, moisturizes and makes hair shiny and bright, and **Desert Rose extract**.

- **Lemon extract:** antioxidant, moisturizing
- **Apple extract:** moisturizes and increases shine
- **Hydrolyzed Grape:** emollient, conditioning and antioxidant
- **Hydrolyzed Wheat Bran:** moisturizing, antioxidant and brightening
- **Selaginella Lepidophylla (Desert Rose):** anti-pollution action, improves hydration and makes it last longer, protects hair from moisture.



# CURL DEFINER

## *curl reviving cream*

### FEATURES

Long-lasting curl reviving cream for curly/wavy hair and flowing waves. Protects against humidity while combating frizz.

Provides maximum style control with long-lasting results.

Provides long lasting definition to curls and waves reducing frizz by protecting against humidity.

### ACTIVE INGREDIENTS

Phytocomplex based on Apple, Lemon, Grapes and Bran

### *How to* **USE**

Apply to damp hair from mid-length to ends and proceed with desired styling

### *technical* **REMARKS**

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150 ml

### **KEY** *benefits*

- - anti-frizz
- - revives curls
- - long-lasting performance styling
- - protection from heat and humidity





# SLEEK MILK

*sleek look effect*

## FEATURES

No-rinse anti-frizz smoothing milk with shining and protective action for long-lasting smooth and disciplined hair. Anti-moisture thermo-protective action.

## ACTIVE INGREDIENTS

Phytocomplex based on Apple, Lemon, Grapes and Bran

## HOW to use

Apply a small amount to damp hair, comb through and proceed to desired styling

0%

GREEN  
BEAUTY  
CONCEPT

e

NATURAL  
HOLD  
EFFECT

s/f

WET HAIR  
APPLICATION

*technical* **REMARKS**



150 ml

## KEY *benefits*

- anti-frizz
- without rinsing
- shining and protective action
- thermo-protective anti-moisture action





# HEAT PROOF

*heat protection/ shining*

## FEATURES

Protective and shining spray, prevents excessive dehydration thanks to its high film-forming power.  
Protects against the heat of the flat iron and blow dryer, ensuring a moisture-proof crease.

## ACTIVE INGREDIENTS

Organic Argan Oil

## HOW to use

Spray on hair before using hot tools; excellent heat protectant. Sprayed after styling, it gives silkiness and shine to the hair.

  
THERMO  
PROTECTIVE  
BESTSELLER

0%  
PARABENS  
EDTA FREE

  
VEGAN  
FRIENDLY

## *technical* REMARKS

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200 ml

## KEY *benefits*

- film-forming power that prevents dehydration
- protects from the heat of straighteners and hairdryers
- anti-humidity





# ECO HAIRSPRAY

*no gas hairspray*

## FEATURES

Fast-drying no-gas hairspray with strong fixing. Contains natural sugar beet alcohol. Versatile for all types of hairstyles.

## ACTIVE INGREDIENTS

Phytocomplex based on Apple, Lemon, Grapes and Bran

## HOW to use

Spray on dry hair at a distance of 20cm; reducing the distance is possible to increase the holding force.

0%

SILICONS  
PARABENS  
SLS/SLS  
EDTA FREE

e

STRONG HOLD

s/f

DRY HAIR

*technical* **REMARKS**



300 ml

## KEY *benefits*

- fast drying
- strong fixing
- maximum versatility





# NO GRAVITY HAIRSPRAY

*extra strong hairspray*

## FEATURES

Hairspray created to sculpt and define hair with maximum hold and volume.

It creates new shapes while protecting hair from humidity.

## ACTIVE INGREDIENTS

Phytocomplex based on Apple, Lemon, Grapes and Bran

## HOW to use

Distribute at base for a volumizing and texturizing effect; to amplify the body of the hair apply at a distance throughout the hair.



EXTRA STRONG  
HOLD



DRY HAIR

0%

SILICONS  
PARABENS  
SLS/SLS  
EDTA FREE



400 ml

## KEY *benefits*

- sculpts and defines
- maximum hold and durability
- protects against moisture

*technical* **REMARKS**





# VOLUMIZING MOUSSE

*silky effect*

## FEATURES

Unique mousse that gives body and structure while keeping hair silky and workable. It has a volumizing effect and a memory technology that provides long-lasting effects.

## ACTIVE INGREDIENTS

Phytocomplex based on Apple, Lemon, Grapes and Bran

## HOW to use

Apply to washed and towel-dried hair, distribute evenly and proceed styling; do not rinse.

0%  
SILICONS  
PARABENS  
SLS/SLS  
EDTA FREE

5-6.5  
pH  
TESTED  
VALUE

e  
STRONG HOLD

s/f  
WET HAIR

*technical* **REMARKS**



300 ml

## KEY *benefits*

- gives body and structure
- volumizing effect
- memory technology





# LIGHT WATER WAX

*shaping wax*

## FEATURES

Water-based wax that allows you to create shiny, soft textures. It gives definition and shine and is easily removed with a shampoo.

## ACTIVE INGREDIENTS

Phytocomplex based on Apple, Lemon, Grapes and Bran

## HOW to use

Use on washed and dried hair. Distribute the product on the hand, apply with the help of fingertips and create the desired effect.

0%  
SILICONS  
PARABENS  
SLS/SLS FREE

4.5-5.5  
pH  
TESTED  
VALUE

  
VEGAN  
FRIENDLY

  
MEDIUM HOLD  
SHINE EFFECT

  
DRY HAIR



75 ml

## KEY *benefits*

- soft and shiny texture
- gives definition and light
- removes easily

*technical* **REMARKS**





# DEFINE MATT CLAY

*shaping paste*

## FEATURES

Clay paste that provides hold, definition, separation by releasing a matt effect.

## ACTIVE INGREDIENTS

Phytocomplex based on Apple, Lemon, Grapes and Bran

## HOW to use

Use on washed and dried hair. Distribute the product on the hand, apply with the help of fingertips and proceed to styling

0%  
SILICONS  
PARABENS  
SLS/SLS  
EDTA FREE

5-6  
pH  
TESTED  
VALUE

e  
STRONG HOLD  
MATTE EFFECT

s/f  
DRY HAIR



75 ml

## KEY *benefits*

- provides hold and definition and separation
- matt effect

*technical* **REMARKS**





# HARD FIXING GEL

*strong hold effect*



## FEATURES

Shaping gel that structures and defines the hair with a medium-to-strong hold. Ideal for creating wet or "sleek look" effects with a long-lasting definition.

## ACTIVE INGREDIENTS

Phytocomplex based on Apple, Lemon, Grapes and Bran

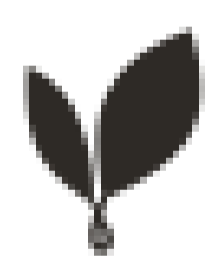
200 ml

## HOW to use

Apply first to hands and then to dry hair; for a stronger effect apply it to damp hair.

0%

SILICONS  
PARABENS  
SLS/SLS  
EDTA FREE



VEGAN  
FRIENDLY



MEDIUM HOLD  
SHINE EFFECT



WET / DRY  
HAIR

## KEY *benefits*

- gives structure and definition
- wet effect - sleek look
- long-lasting definition

## *technical* REMARKS





# BODIFYER VOLUME

*texturizing effect*

## FEATURES

Volumizing and body-enhancing spray with matte effect ideal for all hair.

Leaves no residue, gives the hair grit and texture without stiffening the strands.

Perfect for those who want volume and fullness or for a natural beach wave effect.

## ACTIVE INGREDIENTS

Phytocomplex based on Apple, Lemon, Grapes and Bran

## HOW to use

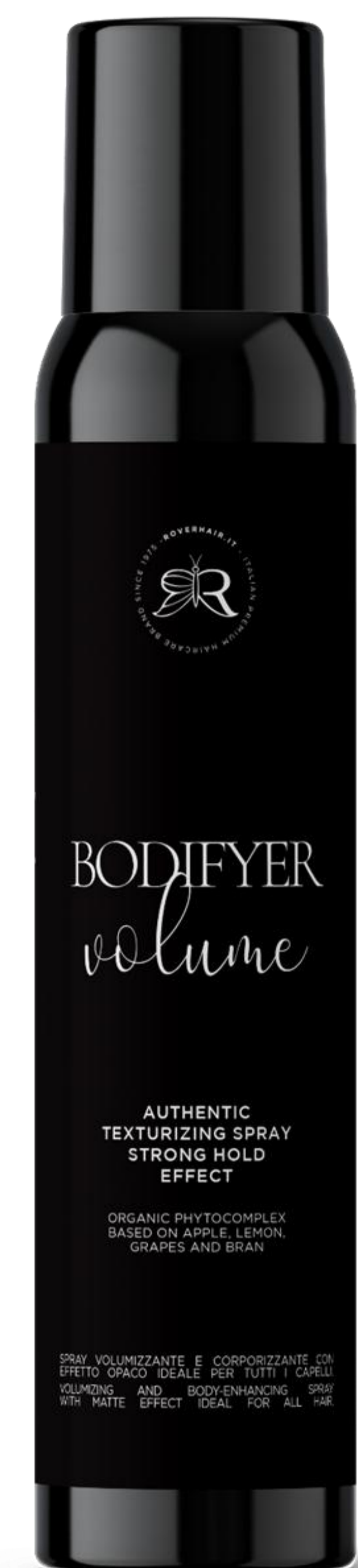
Shake well before use. Spray evenly onto one strand of WET hair at a time from a distance of 25-30 cm. Shape as desired.

0%  
PARABENS  
FREE

3.5-4.5  
pH  
TESTED  
VALUE

e  
NATURAL HOLD  
MATT EFFECT

s/f  
DRY HAIR



200 ml

## KEY *benefits*

- gives volume and body
- matte effect
- suitable for all hair types
- leaves no residue
- gives grit without stiffening the strands
- beach-waves effect

*technical* REMARKS





# SHINE CONTROL FLUID

*shining shaper*

## FEATURES

Extraordinary fluid that restores shine and flexibility to demineralized, thinned and dull hair. It is the perfect product to achieve gentle fixing and soft hydration.

## ACTIVE INGREDIENTS

Phytocomplex based on Apple, Lemon, Grapes and Bran

## HOW to use

Apply to washed and towel-dried hair, distribute product on the hand, apply massaging into lengths and ends. Do not rinse out.

0%  
PARABENS  
FREE

3.5-4.5  
pH  
TESTED  
VALUE

e  
NATURAL HOLD  
SHINE EFFECT

s/f  
WET / DRY  
HAIR



150 ml

## KEY *benefits*

- gives light and flexibility
- gentle fixation
- soft hydration

## *technical* REMARKS

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# TIPS & TRICKS



# AUTHENTIC TIPS & TRICKS

Products from the Authentic line can be combined to create customized and unique styling and finishing effects. Check out some blending tips that the Roverhair team has put together!



***Bon ton***  
**understated**  
**elegance**

CURL CONTROL CREAM +  
LIGHT WATER WAX

Wave effect  
Compact, stylized, highly  
polished and defined.  
"Elegance and style"

