



ROVERHAIR
**TRUE
CELEBRITY
COLOR**

CROMYA

PERMANENT HAIR COLOR

AMMONIA, PPD, RESORCINOL
PARABEN FREE

Organic Cocoa Butter
Argan Oil

100 ml e 3.4 fl.oz.

AMMONIA FREE PERMANENT HAIR COLOR

CROMYA

with ORGANIC COCOA BUTTER AND ARGAN OIL

 **ROVERHAIR®**

ORGANIC HAIRCARE



CROMYA

Ammonia free color without resorcinol and PPD. Organic plant derived ingredients such as argan oil and cocoa butter ensures high quality performance with long lasting shine.

this line contains:

- 13 series
- 49 shades
- 3 superlighteners

why choose it?

- • Gentle on hair and scalp
- • Softens hair providing high shine
- • Natural and fashion shades
- • Colours white hair gently with great coverage
- • Lightens up to 3-4 tones
- • A range of soft tones







CROMYA

formulation technology

0% Ammonia
(alkalizing)

0% Resorcinol
(dye)

0% Parabens
(preservative)

0% PPD
(dye Paraphenilendiammine)

ACTIVE INGREDIENTS

Cocoa Butter: Nourishing and emollient, restores vigor to hair, anti-oxidant power

Argan Oil: Anti-oxidant and nourishing, gives shine and luster to hair, protective action against heat and moisture



CROMYA COLOR

hair dye cream

FEATURES

Cosmetic coloring without ammonia, resorcinol and PPD. Contains valuable ingredients of organic origin such as argan oil and cocoa butter. Extremely gentle and versatile, it acts with maximum performance ensuring absolute shine and naturalness.

ACTIVE INGREDIENTS

Cocoa Butter, Argan Oil

HOW to use

Mix ratio:

1:1 all nuances

1:2 superlighteners

Activator:

1.5% ideal for toning

3% ideal for toning and darken

6% coverage and 1 level lighter

9% coloring and 2 levels lighter

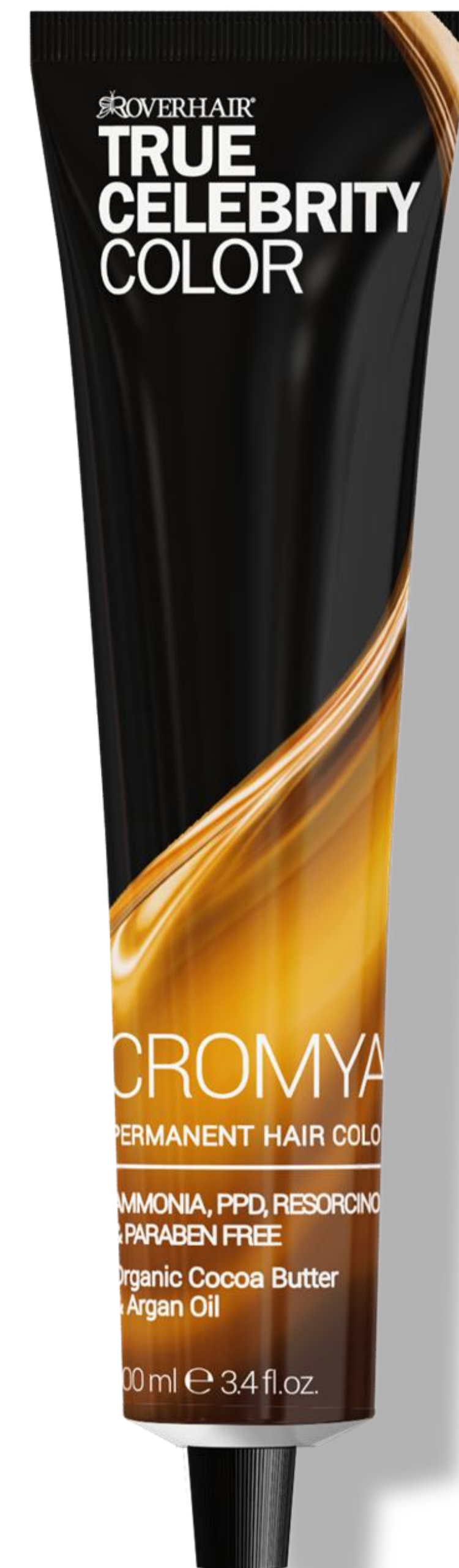
12% coloring and 3 levels lighter

Laying time:

35 min - all nuances

45-50 min - Superlighteners

technical **REMARKS**



100 ml

KEY *benefits*

- Ammonia free
- delicate
- versatile
- absolute brilliance and naturalness





TIPS & TRICKS



CROMYA TIPS & TRICKS



• DEEPER AND COLDER COVERAGE

Use the series of intense naturals (/00) for deeper and cooler coverage.

Starting base : tone 5 or 6

Cromya 6/00 with Act. 10 vol





CROMYA TIPS & TRICKS



CROMYA /00

Starting base : level 5

Cromya 5/00 with Act. 20 vol





CROMYA

TIPS & TRICKS



• TONING WITH CROMYA

Use Cromya in a mixture with Activator a: 5 vol. to promote color deposition.

8-9-10/12

Toning by removing warm yellow tones.

8/35

Create a natural effect, neither too warm nor too cold on lightening.

6/6

Create a warm/red effect on lightening.

• TRENDY EFFECTS WITH MOKA

Mix the Mocha series with the Activator at 5 vol. to tone and create new effects.

