

*bio
curly
routine*

 ROVERHAIR®

ORGANIC HAIRCARE



IN SEARCH OF THE PERFECT ~~SMOOTH~~ *curls*

Whether it is **wavy, curly or coily**, all types of curly or wavy hair can be affected by frizz.

Aggressive treatments, frequent washing, environmental conditions and a lack of moisture are among the main causes of dull, frizzy hair.

We have the solution!



CURL ON

with ORCHID EXTRACT, ORGANIC MACADAMIA AND LINSEED OIL

The new organic **professional range** created to care **for curly and wavy hair**.

The active ingredients used in the Curl On range have been carefully selected to create high-quality products capable of fulfilling the numerous needs of different types of curly hair.



curly friendly

ROVERHAIR®
ORGANIC HAIRCARE

THE ALTERNATIVE TO TRADITIONAL SHAMPOO



did you know that...

Curl On Co-wash is an **innovative cleansing conditioner** which is ideal for curly or wavy hair. Its sulphate-free formula gently cleanses the scalp, reducing frizz and removing all kinds of impurities from scalp and hair. It doesn't weigh hair down and guarantees an immediate detangling effect.

The term for this technique comes from the **combination of two words "Conditioner" and "Washing"**. It consists of using a conditioner with strong cleansing power and no sulphates, for thorough washing and purification. Suitable for dry, curly hair that tends to become parched and brittle.

 **ROVERHAIR**[®]
ORGANIC HAIRCARE

60% OF WOMEN BORN WITH CURLY OR WAVY HAIR



CO-WASH

HYDRA SHAMPOO

HYDRA MASK

VOLUMIZING MOUSSE

CURL DEFINER

CLEANSE + MOISTURISE FINAL TOUCH

FINE/MEDIUM HAIR	3-5 min						
MEDIUM/THICK HAIR				+	5-10 min		
FINE/MEDIUM HAIR	3-5 min						
MEDIUM/THICK HAIR				+	5-10 min		
FINE/MEDIUM HAIR				+	5-10 min		
MEDIUM/THICK HAIR				+	5-10 min		

wavy



Wavy: hair characterised by S-shaped waves

curly



Curly: defined, springy curls that form spirals or ringlets

coily



Coily: curls with a tight spiral shape

AND YOUR CUSTOMERS WHAT KIND OF CURLS DO THEY HAVE?



Leave on hair under the **Hydra Microfiber Turban**



Cleanse without Leave on hair



Alternate **Co-Wash** with **Hydra Shampoo** every 2/3 washes



Volume



Definition



ROVERHAIR®
ORGANIC HAIRCARE

Tips FOR A PERFECT CURL AT HOME TOO

- 1** **WASH**
don't wash your hair every day
- 2** **TOUCH**
don't touch your curls too much when drying
- 3** **HAIR DRYER**
don't leave curls to dry without a hair dryer
- 4** **CURLY ROUTINE**
use specific products suitable for curly hair
- 5** **DIFFUSER**
don't dry with direct air, always use a diffuser



DEFINITION

Apply Curl Definer to damp hair. Distribute the product on the hair, then comb through with a wide-toothed comb to distribute the product, shape with your hands and blow-dry evenly with a diffuser using a hovering movement (circular) at a distance of about 15 cm.

CAST EFFECT

Holding your head down, apply a small amount of Curl Definer, distribute the product using the Ranking method (combing through with your fingers), then return to the upright position. Shape the curls and blow-dry using the scrunch-dry technique with the diffuser at medium temperature, pushing the hair towards the scalp without touching the curls with your hands. When your hair is dry, bend forward and use cold air to create a tousled look without using your hands.

VOLUME

Dispense a small amount of Volumising mousse onto your hands and then apply evenly along the length of the hair to the ends, then bend forwards and apply to the roots, lifting them slightly. Returning to the natural position, perform the scrunch technique by scrunching the hair up in your hands and blow-drying with a diffuser on a low temperature, starting with the roots and then moving along the lengths to the ends. Define with a moisturising product

HYDRA MICROFIBER TURBAN

During the curly routine we recommend using the microfiber turban to:

- improve the effectiveness of the treatment during the application time
- facilitate drying by gently patting the curls
- prevent frizz from forming while you sleep

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

FORMULATION TECHNOLOGY

t BASED ON
CYSTEINE
AMINO ACID

BIO-PERM

THE ORGANIC WAVING SYSTEM

long-lasting

The organic linseed oil and plant keratin contained in Bio-Perm's technical service act gently and protectively on all hair types.

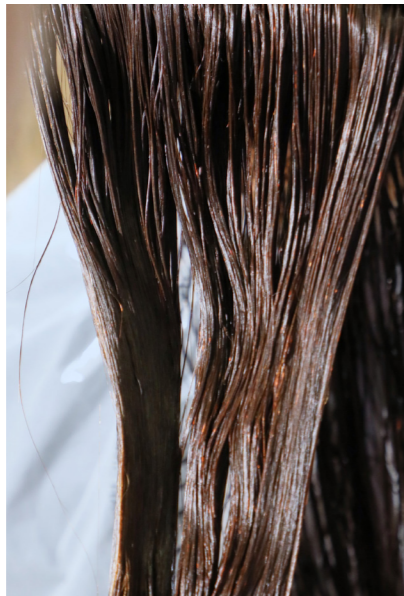
The innovative waving system of **Curl On Bio Perm**, cysteamine-based, without ammonia or thioglycolates, develops its reducing action thanks to a **naturally-derived** component obtained in the laboratory from the modification of the amino acid Cysteine, capable of guaranteeing **long-lasting results.**

 ROVERHAIR®
ORGANIC HAIRCARE

reason why

REASONS TO CHOOSE IT

1. Organic formula, ammonia and thioglycolate free
2. Natural, long-lasting result
3. Leaves no unpleasant odours
4. Personalised regenerating treatment
5. For stronger hair and bouncier curls
6. Guarantees a gentle and protective action
7. Made in our Italian laboratories with passion



before



after



TAILOR
MADE FOR
SALONS

ACTIVE INGREDIENTS

CYSTEAMINE

develops its reducing action thanks to a naturally-derived component obtained in the laboratory from the modification of the amino acid Cysteine, capable of **guaranteeing long-lasting results.**

LINSEED OIL

acts gently and protectively on all hair types

VEGETABLE KERATIN

rebuilds the fiber making it stronger and more resistant

ORCHID EXTRACT

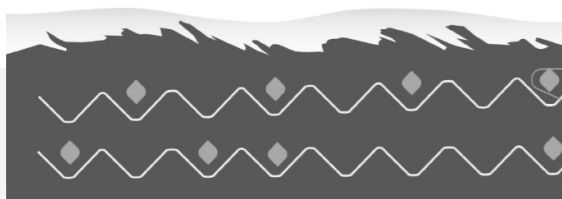
moisturises the hair fibre, making it stronger and more resistant. Performs a **powerful anti-frizz action**

ORGANIC MACADAMIA OIL

has a deeply **nourishing effect** and helps combat frizz. It also has great conditioning properties to make the hair easier to detangle.



HOW IT WORKS ON THE HAIR



The hair is treated with a waving liquid and wrapped around curlers. This process opens the scales of the cuticle, allowing the liquid to break down the chemical bonds in the hair, making it mouldable. The curlers convey the new shape, while the fixing liquid sets the waves by releasing oxygen into the hair. This leads to a change in the shape of the hair. Finally, drying helps to consolidate the inner bonds.

**MADE IN OUR
LABORATORIES
WITH
*passion***

 **ROVERHAIR®**
ORGANIC HAIRCARE



HYDRA SHAMPOO

87%
INGREDIENTS OF NATURAL ORIGIN
VEGAN SULPHATE FREE FORMULA
ORCHID FLOWER EXTRACT
& ORGANIC MACADAMIA OIL

pH 4.5-5.5

CURL REVIVING ACTION

Specific shampoo for curly and wavy hair with moisturizing and regenerating action. Its sulfate-free formulation gently cleanses and eliminates all impurities while regulating sebum production and ensuring the scalp's natural moisture balance. It leaves hair healthy, soft and easy to detangle.

HYDRA MASK

89%
INGREDIENTS OF NATURAL ORIGIN
VEGAN MINERAL OIL FREE FORMULA
ORCHID FLOWER EXTRACT
& ORGANIC MACADAMIA OIL

pH 3.5-4.5

CURL REVIVING ACTION

Curl-reviving hair mask provide nourishment and moisture to the hair without weighing it down, resulting in soft, shiny, and supple strands.

CO-WASH

94%
INGREDIENTS OF NATURAL ORIGIN
VEGAN SULPHATE FREE FORMULA
ORCHID FLOWER EXTRACT
& ORGANIC MACADAMIA OIL

pH 3.5-4.5

GENTLE BALM CLEANSER

Innovative washing balm ideal for frequent washing. Gently cleanses without weighing it down.

BIO PERM - 0

86%
INGREDIENTS OF NATURAL ORIGIN
ORGANIC LINSEED OIL

pH 8.5-9.5

THICK & ETHNIC HAIR

Permanent waving liquid specifically for resistant, coarse or ethnic hair.

BIO PERM - 1

87%
INGREDIENTS OF NATURAL ORIGIN
ORGANIC LINSEED OIL

pH 8-9

NORMAL HAIR

Permanent waving liquid specifically for normal, healthy and chemically untreated hair.

BIO PERM - 2

88%
INGREDIENTS OF NATURAL ORIGIN
ORGANIC LINSEED OIL

pH 8-9

TREATED HAIR

Permanent waving liquid specifically for previously permed, colored or chemically treated hair.



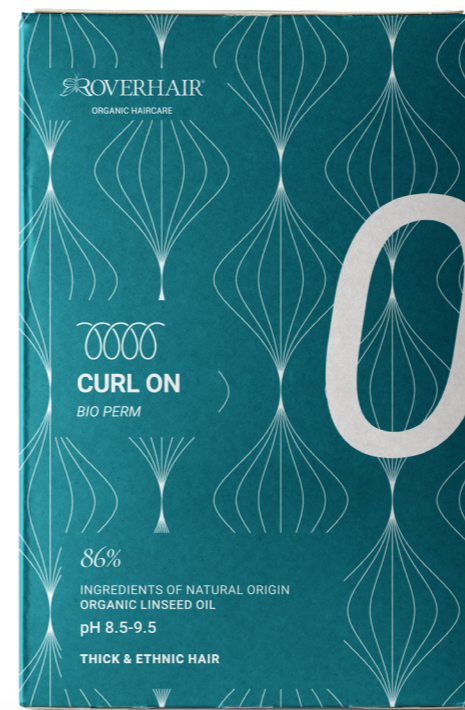
10 - 250 - 1000 ML



10 - 250 - 1000 ML



200 ML



KIT 100 + 100 ML



CURL definer

AUTHENTIC
CURL DEFINING
CREAM

ORGANIC PHYTOCOMPLEX
BASED ON APPLE, LEMON,
GRAPES AND BRAN

CREMA DEFINIZIONE RICCI A LUNGA DURATA
PER CAPELLI MOSSI E ONDE FLUENTI. PROTEGGE
DALL'UMIDITÀ CONTRASTANDO L'EFFETTO
CRESPINO.

LONG-LASTING CURL DEFINING CREAM FOR
WAVY HAIR AND FLOWING WAVES. PROTECTS
AGAINST HUMIDITY WHILE COMBATING FRIZZ.

Try me now

Vitalfarco S.r.l.

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MADE IN ITALY WITH PASSION

www.roverhair.it