

AMMONIA FREE DEMI PERMANENT COLOR

ESSENCE

with VEGETABLE KERATIN

 ROVERHAIR®
ORGANIC HAIRCARE



ESSENCE

DEMI PERMANENT AMMONIA-FREE CREAM TONER TECHNOLOGY IS IDEAL FOR TONING LIGHTENED HAIR WITHOUT BREAKING OF THE NATURAL HAIR

The line contains:

- 15 shades in cream gel
- 1 toning activator

Why choose it?

- tones hair while preserving the hair structure.
- ZERO LIFT – tones, neutralises or enhances hair without breaking the natural base - NO BASE BREAK
- Perfect for tone on tone and deposit of depth and tone
- High shine across all shades





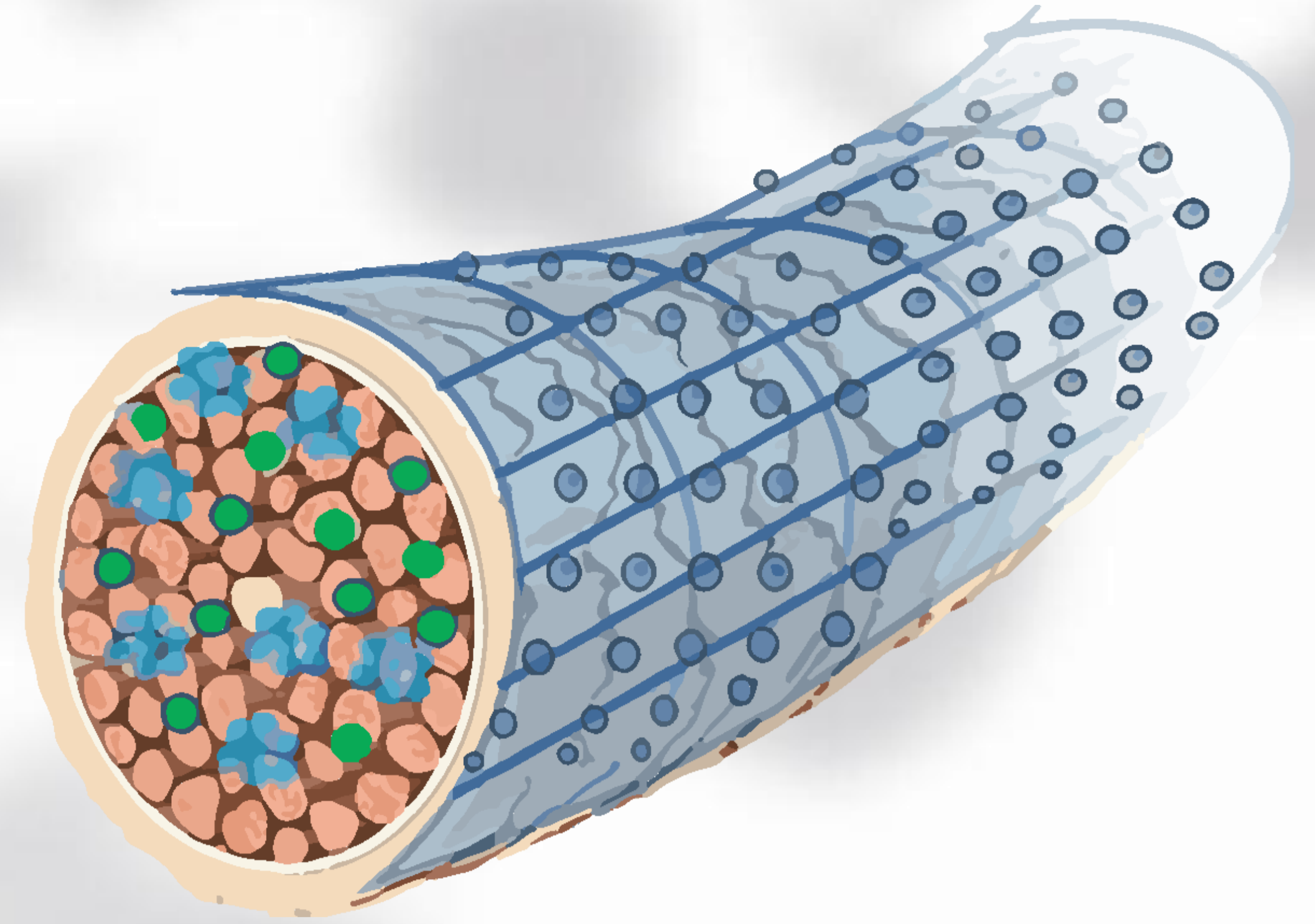
BLONDE BRONDE *or* BRUNETTE?

DISCOVER YOUR TRUE *zero lift* ESSENCE



ESSENCE

formulation technology



Alkaline product that by mixing its 5 vol. activator reduces alkalinity to an acidic pH.

Application with the appropriate oxidant 5 vol.

Lasts up to 20 washes

Does not affect base color

Easy application due to its fluid texture

Very concentrated formula (rich in pigments) that ensures depth of reflection

For a less intense result, it is recommended to dilute the chosen color with Clear

{ 0% }
AMMONIA
PPD
PARABENS
RESORCIN

ACTIVE INGREDIENTS

VEGETABLE KERATIN COMPLEX

Prunus armeniaca (apricot) kernel oil

Lens Esculenta (Lentil) Seed Extract

Hydrolyzed Cicer Seed Extract

Chenopodium Quinoa Seed Extract

- hydrates
- nourishes
- conditions



ESSENCE

bright toner

FEATURES

Professional demi coloring system permanent without ammonia. Neutralizes undertones after lightening and brightens lengths after coloring. Tones or neutralizes streaks and balayage, without lightening the natural base. Acts gently without lightening hair's natural pigments or damaging the cuticle.

ACTIVE INGREDIENTS

Vegatal Keratin Complex (Prunus armeniaca (apricot) kernel oil Lens Esculenta (Lentil) Seed Extract Hydrolyzed Cicer Seed Extract Chenopodium Quinoa Seed Extract

HOW TO *use*

See protocol

94%

INGREDIENTS
OF NATURAL
ORIGIN

0%

AMMONIA
PPD,
RESORCINOL
& PARABENS
FREE

10

SELECTED
TONER
NUANCES



TAILOR
MADE FOR
SALONS

1:1

ALL NUANCES
MIX RATIO

technical REMARKS



100 ml

KEY *benefits*

- Zero lift - does not change base color
- Gentle action
- Does not damage cuticles
- Gloss effect
- Neutralizes undertones after lightening





ACTIVATOR

stabilized cream

FEATURES

Oxygen 5 vol cream with a stabilized formula based on Jojoba Oil and Cocoa Butter. Its high level of quality allows it to protect hair throughout the coloring process. Specially formulated to be used as an activator for all Roverhair services.

ACTIVE INGREDIENTS

Jojoba Oil and Cocoa Butter

HOW TO *use*

Add the measured amount together with the coloring cream and mix thoroughly. Proceed with application following the recommended application time according to the chosen service.



VEGAN
FRIENDLY

97%

INGREDIENTS
OF NATURAL
ORIGIN

0%

PARABENS
FREE



TAILOR
MADE FOR
SALONS



1000 ml

KEY *benefits*

- acidifying action
- creamy, comfortable and gentle texture that enhances product performance
- stabilized formula ensures the fidelity of the indicated volumes over time

technical REMARKS



ROVERHAIR
ORGANIC HAIRCARE



ESSENCE
BRIGHT TONER

UP TO 84% INGREDIENTS
OF NATURAL ORIGIN
NO AMMONIA, PPD,
RESORCINOL & PARABEN

With Vegetable Keratin

DEMI COLOR

✓ Vegan Friendly

100 ml e 3.4 fl.oz

ROVERHAIR
ORGANIC HAIRCARE



ESSENCE
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ESSENCE

Protocol Salon Services

- RINSE OFF THE DISCOLORATION
- CLEANSE WITH PH SAVER ACID SHAMPOO
- APPLY REBUILDER AND LEAVE ON 15 MIN
- RINSE AND PAT DRY WITH A TOWEL
- DIVIDE THE HEAD INTO SECTIONS AND APPLY THE TONING MIXTURE (1:1) STARTING FROM THE LOW NAPE AREA
- LEAVE ON WHILE VISUALLY CHECKING THE RESULT (5 to 20 MIN)
- RINSE WITH WATER AND PROCEED WITH SHAMPOO AND MASK (PH SAVER or ULTIMATE NUTRIS)





ESSENCE

color chart

5/0 	6/1 	6/13 	6/8 	7/0 
brunette castano chiaro brunette light chestnut brunette châtain clair brunette castaño claro brunette hellbraun brunette lichtbruin brunette كستنائي فاتح	brunette cenere brunette ash brunette cendré brunette ceniza brunette asch brunette as brunette دانه رمادي	brunette cenere dorato brunette ash gold brunette cendré doré brunette ceniza dorado brunette goldenasch brunette as goud brunette انحر ذهب	brunette tabacco brunette tobacco brunette tabac brunette tabak brunette tabak brunette توت الرودي ش	bronde blondo bronde blonde bronde blond bronde rubio bronde blond bronde blond bronde شقر
7/23 	7/44 	8/13 	8/32 	9/03 
bronde viola dorato bronde violet gold bronde violet doré bronde violeta dorado bronde goldviolett bronde violet goud bronde بنفسجي ذهبي	bronde ramato intenso bronde intense copper bronde cuivré intense bronde cobrizo intenso bronde kupfer intensiv bronde intens koper bronde انحر نحاسي كثيف	bronde cenere dorato bronde ash gold bronde cendré doré bronde ceniza dorado bronde goldenasch bronde as goud bronde انحر ذهب	bronde dorato irisé bronde golden irisé bronde doré irisé bronde dorado irisé bronde gold irisierend bronde irisée goud bronde انحر نحاسي ذهبي	blonde naturelle dorato blonde natural gold blonde naturel doré blonde natural dorado blonde helles gold blonde licht goud bronde ذهبي فاتح
9/11 	9/12 	9/21 	10/13 	CLEAR 
blonde cenere intenso blonde ash intense blonde ceniza intenso blonde intensive asche blonde as intense blonde رمادي داكن	blonde lavanda cenere blonde lavender ash blonde ceniza lavanda blonde lavande cendre blonde lavendelasche blonde lavender as blonde رمادي لافندر	blonde viola ghiaccio blonde ice violet blonde violeta hielo blonde violet glace blonde eisviolett blonde ijs violet blonde آيس فيوليت	blonde ash gold blonde ash gold blonde cendré doré blonde ceniza dorado blonde goldenasch blonde as goud bronde انحر ذهب	clear clear clear clear clear clear صافي

free OF AMMONIA, PPD, RESORCINOL & PARABEN


 VEGAN
FRIENDLY
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 ROVERHAIR®
ORGANIC HAIRCARE


 ECO FRIENDLY
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ON RECYCLED PAPER



TIPS & TRICKS



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clear



● *Clear*

- in 1:1 blend with Activator 5 vol. creates gloss effect
- in a 1:3 blend to essence nuances to create new nuances with delicate, luminous highlights (9.21 + Clear = 10.21)
- the blend of nuances with Clear varies depending on the desired result
- used with the other nuances we can create endless fashion effects to express your creativity to the fullest

9/21



Blonde Ice violet

10/21



Platinum blonde
Ice violet



ESSENCE

brunette series



● 5/0 - Brunette Light Chestnut

- used 1:1 for intense colors
- ideal for creating natural tone-on-tone looks (starting from a tone height of 6) to tone lightenings (starting from tone heights of 7-8)
- used mixed with CLEAR with the ratio (3+1) to achieve a 6/0 (ex: 30 gr clear+ 10gr 5/0= 6/0)
- recommended for creating grounds for lightening techniques.
- variable application time depending on the desired shade

● 6/1 - Brunette Ash

- used 1:1 for intense colors
- ideal for creating natural cool tone-on-tone looks (starting from a 7 tone height) and toning on lightenings
- used in a blend with CLEAR with the ratio (3+1) to achieve a 7/1 (ex: 30 gr clear+ 10gr 6/1= 7/1)
- recommended for creating cool bases with **Airtouch** and **Balayage** techniques
- variable application time depending on the desired shade



ESSENCE

brunette series



● 6/13 - Brunette Ash Gold

- used 1:1 for intense colors
- ideal for creating natural tone-on-tone looks (starting at a tone height of 6) and toning on lightening (starting at tone heights of 7-8)
- used mixed with CLEAR to achieve hazelnut tones between brown and blonde 7.13 (for a tone height of 7)
- variable application time depending on the desired shade

● 6/8 - Brunette Tobacco

- used 1:1 for intense colors
- ideal for creating natural tone-on-tone looks (starting at tone height 6) and toning on lightenings (starting at tone heights 7-8)
- used mixed with CLEAR to achieve caramel tones between brown and blonde 7/8 (for a tone height of 7)
- variable application time depending on the desired shade

● 7/0 - Brunette Blonde

- used 1:1 for intense colors
- ideal for creating natural tone-on-tone looks (starting from a tone height of 8) and toning on lightenings. Recommended application bases 8-9-10
- used mixed with CLEAR with the ratio (3+1) to obtain a 8/0 (ex: 30 gr clear+ 10gr 7/0= 8/0)
- variable application time depending on desired shade



ESSENCE

bronde series



● 7/23 - *Bronde Violet Gold*

- used 1:1 for intense colors
- ideal for creating natural tone-on-tone looks (starting at a tone height of 7) and toning on lightenings
- used mixed with CLEAR to achieve light hazelnut shades 8/23 (for a tone height of 8)
- variable application time depending on the desired tone

● 7/44 - *Bronde Intense Copper*

- used 1:1 for intense colors
- ideal for creating intense, bright auburn tone-on-tone looks (starting at a tone height of 7) and toning on lightenings
- used mixed with CLEAR to achieve softer, less intense tones. To achieve a lighter tone (8/44) mix with clear (3+1) (ex: 30gr clear+10gr 7/44=8/44)
- variable application time depending on the desired shade

- 8/13 - *Bronde Ash Gold*

- used 1:1 for intense colors
- ideal for creating natural tone-on-tone looks (starting from a tone height of 8) and toning on lightenings
- used mixed with CLEAR to achieve beige tones 9/13 (for a tone height of 8-9)
- variable application time depending on the desired tone



ESSENCE

bronde series



● 8/32 - *Bronde Golden Irisè*

- used 1:1 for intense colors
- ideal for creating unique and luminous looks.
- tone on tone (starting from a tone height of 8) and toning on lightening with tone heights 9-10
- used mixed with CLEAR to achieve lighter shades 9/32 with the ratio (3+1) (ex: 30 gr clear+ 10gr 8/32= 9/32)(for a 9- 10 tone height)
- recommended post lightening or bleaching on 9/3 - 10/3 bases to achieve perfect Peach blonds
- variable application time depending on the desired shade



ESSENCE

blonde series



● 9/03 - *Blonde Natural Gold*

- used 1:1 for intense colors
- ideal for creating natural looks and toning on lightened or bleached hair, and having very light fashion effects (starting from a tone height of 9-10)
- mixed with CLEAR to create natural golden shades 10/03 (starting from a tone height of 9-10)
- variable application time depending on the desired shade

● 9/11 - *Blonde Ash Intense*

- used 1:1 to dull all lightening primers from orange tones, on lightened or bleached hair
- mixed with CLEAR to create silver 10/11 effects (starting from a tone height of 9)
- variable application time depending on the desired shade

● 9/12 - *Blonde Levender Ash*

- used 1:1 for intense colors
- ideal for reducing orange-yellow tones from lightened or bleached hair and having very light fashion effects (starting from a 9-10 tone height)
- mixed with CLEAR to create lilac/glycine pastel shades 10/12
- (starting from a tone height of 9-10)
- variable application time depending on the desired shade



ESSENCE

blonde series



● *9/21 Blonde Ice Violet*

- used 1:1 for intense colors
- ideal for reducing orange-yellow tones on lightened or bleached hair
- used in a blend with CLEAR to achieve 10/21 tones (starting from a 9-10 tone height)
- variable application time depending on the desired shade

● *10/13 - Blonde Ash Gold*

- used 1:1 for intense color
- ideal for creating natural platinum looks, toning bleached or bleached hair for ultra-light fashion effects
- (starting from a tone height of 10)
- used in a blend with CLEAR to achieve golden ashy platinum tones (starting from a tone height of 10)
- variable application time depending on the desired shade

