



TRICHOLOGICAL LINE

# GAUDIUM. RITUALS.

*natural beauty & authentic joy*

 ROVERHAIR®

ORGANIC HAIRCARE

/ˈɡɑʊ.di.ʊm/

**LATIN WORD FOR “JOY”, GAUDIUM IS MORE THAN JUST A WORD: IT IS A PROMISE OF WELL-BEING, BALANCE AND IMMEDIATE PLEASURE.**

Gaudium combines the best of science and nature for visible and lasting results that are not just aesthetic, but engage the senses. A multi-sensory experience that culminates in the joy of feeling really good about oneself. Each bottle, each ritual, is designed to offer not just a treatment, but an experience. A joy, indeed.

Gaudium: because beauty is a form of happiness.



# GENUINE EXPERIENCE

**THE NEW TRICHOLOGICAL LINE COMBINES NATURAL INGREDIENTS WITH ADVANCED SCIENCE, OFFERING TARGETED TREATMENTS FOR VARIOUS SCALP AND HAIR PROBLEMS.**

Thanks to the technological research of our laboratories, a new treatment system has been developed that is useful in combating hair loss, phases of scalp alteration, and various dysfunctions caused by stress and/or skin abnormalities.

## *the line contains*

- **SCALP:** Purifying action of scalp preparation
- **FORTIFY:** anti hair loss and strengthening action
- **DETOX:** purifying anti-dandruff action
- **BALANCE:** soothing sebum balancing action

## *why choose it?*

- **Vegan:** Free of animal-derived ingredients in an ethical and sustainable approach.
- **Effective:** Designed to ensure visible and long-lasting results.
- **Genderless:** Suitable for all, for an inclusive and universal experience.
- **Dermatologically Tested:** Safe for the skin, guaranteed by thorough clinical testing.
- **Low Environmental Impact:** Sustainable packaging and environmentally friendly formulations.

# THE BEAUTY RITUAL THAT ENGAGES ALL THE SENSES

**THE PRODUCTS IN THE NEW HEALING LINE ARE CHARACTERIZED NOT ONLY BY THEIR EFFECTIVENESS, BUT ALSO BY A REFINED, IMMERSIVE SENSORY EXPERIENCE THAT ACCOMPANIES AND AMPLIFIES THE BENEFITS OF EACH TREATMENT. EACH FORMULA IS DESIGNED TO OFFER A PERFECT BALANCE BETWEEN FUNCTIONAL INGREDIENTS AND OLFACTORY NOTES, CREATING A BEAUTY RITUAL THAT ENGAGES ALL THE SENSES.**

## **IN THE SALON**

Advise clients to breathe deeply while applying the products to enhance the calming and purifying effect of the fragrance. The scent of the essential oils, combined with the action of the treatment, creates a relaxing and rejuvenating experience.

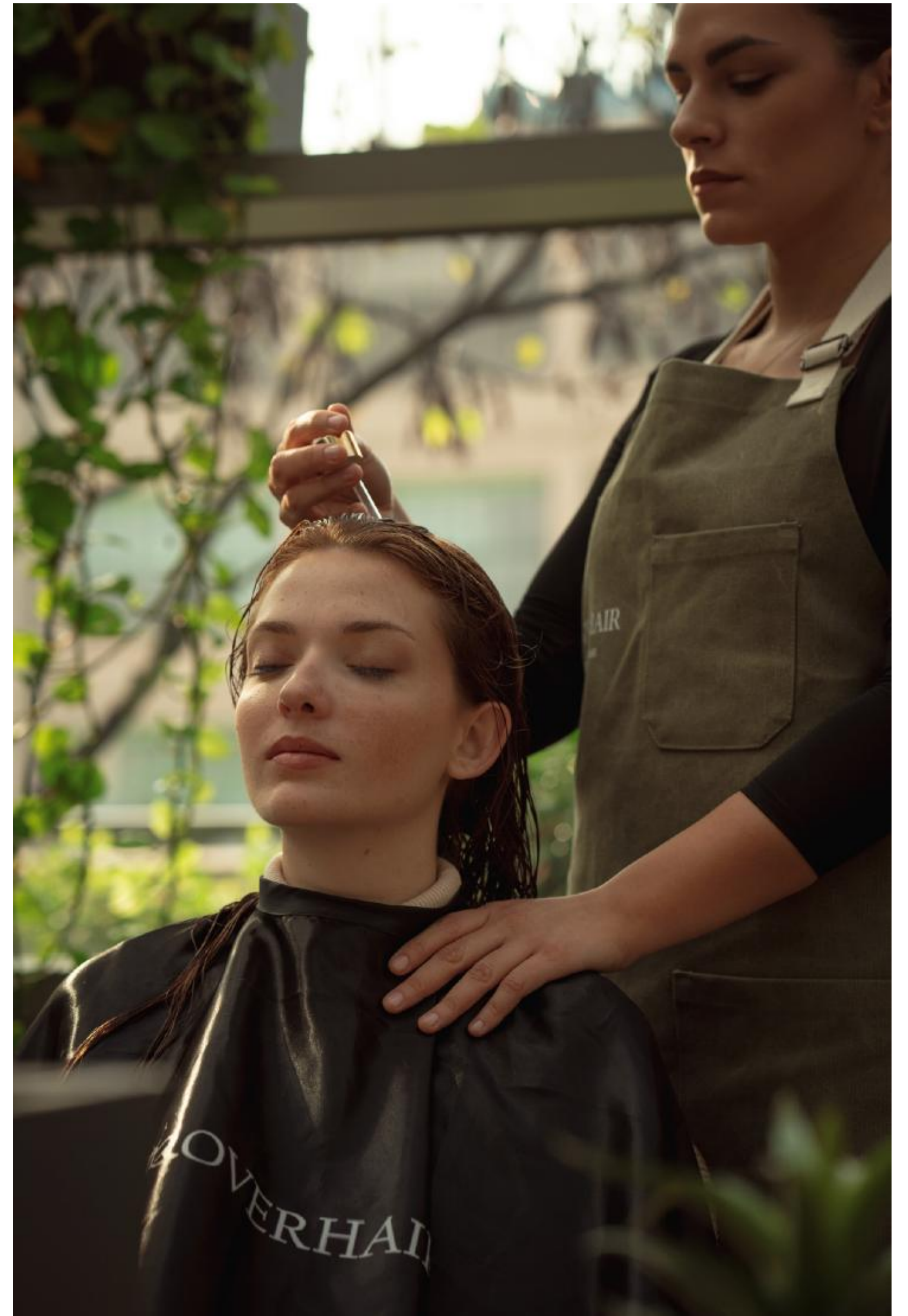
## **AT HOME**

invite customers to create a wellness ritual at home as well, using the products in a quiet environment where they can fully enjoy the olfactory notes, favoring a moment of pure relaxation and personal care.

# SENSORIAL PRELUDE

## *scalp rituals*

For the products dedicated to salon pre-rituals, an exclusive blend of essential oils was chosen, which not only defines the scent but also supports the purifying and balancing functions.



**LAVENDER:** with calming and soothing properties, lavender helps to soothe the senses and purify the scalp.

**EUCALYPTUS:** opens the respiratory airways with a balsamic freshness, stimulating the senses.

**LEMON:** adds a citrusy, sparkling note that gives vitality and freshness.

**BERGAMOT:** fresh and citrusy, balances and harmonizes the fragrance.

**THYME:** herbaceous and slightly spicy, contributes to the purifying and balancing effect.

**MINT:** Offers energizing and refreshing freshness, perfect for sebum control

# OLFACTORY EXPERIENCE

## *fortify, balance and detox*

The fragrance used in the 3 ritual products is a sophisticated blend of fresh, floral and musky notes. This olfactory pyramid is designed to convey a feeling of cleanliness, vitality and well-being, accompanying and enhancing the effectiveness of the active ingredients.

### **HEAD NOTE: SEA CYTRUS**

Bergamot with its sparkling, luminous freshness blends with Sea Notes evoking purity and lightness, while Coconut adds an exotic, cozy feeling. Juniper introduces a fresh and balsamic accent, anticipating the depth of the following notes.

### **HEART NOTE: FLOWERY**

The delicate and feminine Rose combines with the sweet freshness of Mughet and the intense sensuality of Ylang Ylang, while Violet adds a powdery and refined note, complemented by the creamy and fleshy intensity of Tuberose, creating a soft and enveloping floral heart.

### **END NOTE MUSKY AND MILKY**

The combination of White Musk, Grey Amber, Vanilla and Cedarwood creates a fragrance that engages the senses with a persistent feeling of cleanliness and comfort, enhanced by warm, deep notes that are sweetly gourmand and balanced by an elegant woody touch.

PRE-RITUALS STEP

## SCALP

*Based on essential oils and green clay*

REVITALIZING ANTI-FALL RITUAL

## FORTIFY

*based on pigeum africano and rosemary*

PURIFYING RITUAL - ANTI DANDRUFF

## DETOX

*based on Icelandic lichen*

ANTI-GREASY RITUAL - CALMING

## BALANCE

*based on lavender and green clay*

## SCALP RITUAL

# SKIN HYGIENE

*“Skinification” is the new trend in hair beauty*

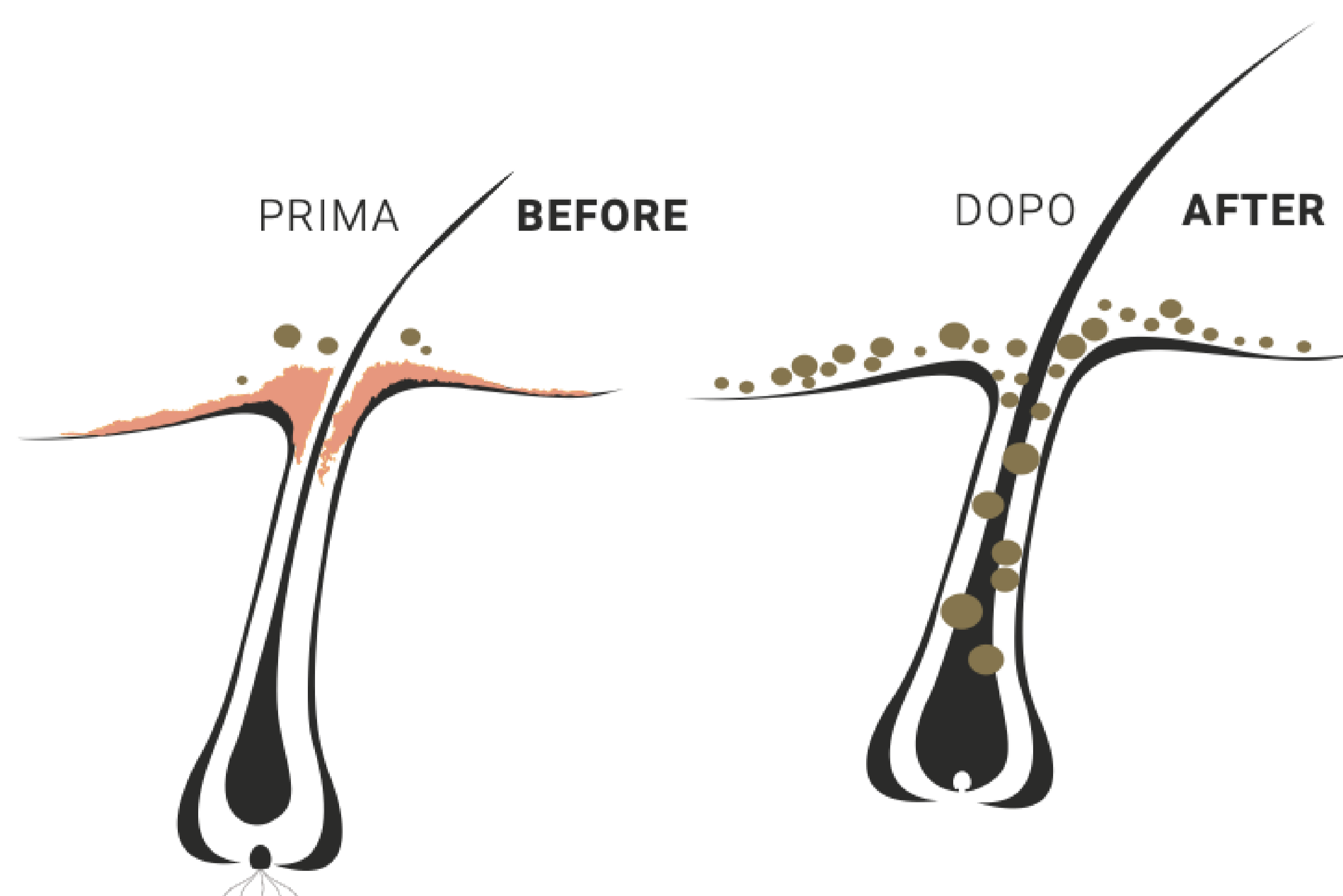
The health and beauty of hair always begins with skin care. “Skinification” is the approach that extends the principles of skin care to the scalp and hair.

70% of scalp abnormalities begin with poor skin hygiene.

- excess sebum
- dandruff
- desquamation
- toxins

- **It is essential to:**

- have a sanitized skin more receptive to treatments by maximizing the absorption of active ingredients.
- activate through massage the sensory stimulation of microcirculation and follicles



## SCALP RITUAL

# SCALP

*based on essential oils and green clay*

**LINE DEDICATED TO THE SPECIFIC CLEANSING PHASE WITHIN THE SALON, RECOMMENDED BEFORE STARTING EACH TREATMENT. ACTS BY PREPARING THE SCALP TO RECEIVE THE SPECIFIC AND DEDICATED NORMALIZING TREATMENT.**

*active ingredients*

### ESSENTIAL OILS BLEND

- **BERGAMOTTE:** Antifungal, healing, antiseptic and disinflammatory.
- **EUCALYPTUS:** Balsamic and decongestant, effective for treating irritated scalp. Fights excess grease and dandruff and reactivates microcirculation.
- **LAVENDER:** Promotes regulation of sebaceous secretion and makes the scalp toned and vital, preventing hair loss. Its exceptional calming properties make it ideal for caring for reddened or irritated skin.
- **LEMON:** Degreasing and purifying, perfect natural disinfectant. It performs a beneficial refreshing, toning and astringent action, balancing oily and reddened skin.
- **MINT:** An excellent refreshing and astringent, it improves the condition of hair prone to grease by relieving itchy, reddened skin. Its purifying and detoxifying action stimulates circulation.
- **THYME:** Considered the best natural antiseptic. Effective purifier and sanitizer with excellent astringent and anti-dandruff properties.

# SCALP CLAY

*balance*

## FEATURES

Seboregulating mud with rebalancing and soothing action



## ACTIVE INGREDIENTS

**ESSENTIAL OILS:** calming properties, purifying, balancing

**GREEN CLAY:** soothing with a mineralizing action, absorbs and regulates excess sebum

500 ml

## HOW to use

Apply section by section to dry skin, massaging gently. Leave on for 5 minutes, then emulsify with lukewarm water, rinse and cleanse with the most appropriate shampoo. Application 1 time per week is recommended.

## Ritual **GESTURE**

After the application of the mud, wrap the head with a turban.

This step not only helps to maintain the ideal temperature for the absorption of the actives, but also helps to create a wellness and relaxation experience for the client.

## KEY *benefit*

- 96% naturally derived ingredients
- Petrolatum-free formula
- Deep cleansing
- Prevents flaking
- Re-mineralizing action
- Refreshes the skin



# SCALP PEELING

*fortify - detox*

## FEATURES

Concentrated purifying gel with purifying and revitalizing action.

## ACTIVE INGREDIENTS

**ESSENTIAL OILS:** calming properties, purifying, balancing and soothing

**ALFA-HYDROXY ACIDS:** exfoliating properties and antioxidants, they naturally promote a natural way cell turnover and skin renewal.

**SALICYLIC ACID:** gently removes skin, dead skin cells, excess sebum

## HOW to use

Before shampooing, distribute the product evenly over dry scalp and massage carefully. Leave on for a few minutes, rinse and continue with the appropriate treatment. 1 weekly application is recommended.

## Ritual **GESTURE**

Massage the gel with your fingertips in gentle movements, starting at the nape of the neck and moving up toward the top of the head, to stimulate detoxification.



150 ml

## KEY *benefit*

- 91% naturally derived ingredients
- Formula without petrolatum
- Gentle peeling action
- Eliminates sebaceous plugs
- Oxygenates and tones the skin
- Prepares for subsequent treatments



# SCALP SERUM

*fortify - detox - balance*

## FEATURES

Concentrated serum with soothing and rebalancing action, ideal for scalps that are sensitive and irritated.

## ACTIVE INGREDIENTS

**ESSENTIAL OILS:** calming properties, purifying, balancing and soothing.

**ALLANTHOIN:** soothing, anti-aging properties and stimulates collagen production

## HOW to use

Apply the serum to the entire scalp or only to the affected areas, taking care to massage gently for a few minutes until completely absorbed. Do not rinse off. Use whenever the need arises.

During the “calming” ritual, add 4-5 drops inside Scalp Clay to enhance the soothing effect.

## *Ritual* **GESTURE**

Use the dropper to apply the serum precisely, then massage in circular motions, insisting on the most problematic areas to help absorb the actives and soothe the scalp.

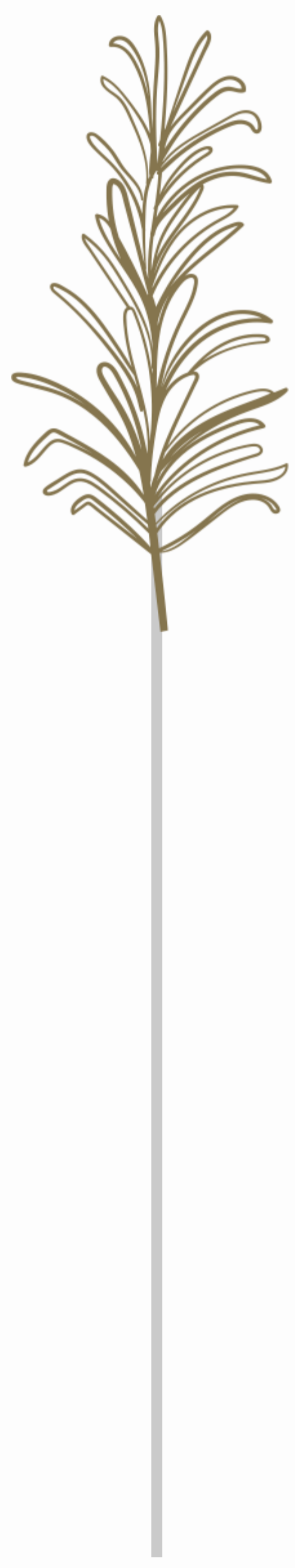


50 ml

## KEY *benefit*

- 97% naturally derived ingredients
- Silicone-free formula
- Immediate relief
- Deep hydration
- Restores the epidermal barrier
- Protective action
- Useful before and after chemical treatments





## REVITALIZING ANTI- HAIR LOSS RITUAL

# HAIRLOSS

*Hair loss can have several causes*

- Seasonality
- Diets/dietary deficiencies
- Stress
- Hormonal changes
- Aging
- Endogenous causes

In all cases, a major alteration of the hair's life cycle occurs, and **specific and timely action must therefore be taken**

CLINICALLY  
TESTED\*

PHYTOHORMONE  
CLINICALLY TESTED STIMULATING  
TECHNOLOGY



REVITALIZING ANTI- HAIR LOSS RITUAL

# FORTIFY

*based on pigeum africano and rosemary*

**RITUAL DESIGNED TO EFFECTIVELY CONTRAST HAIR LOSS AND THINNING OF THE HAIR SHAFT. CONCENTRATE OF ACTIVE INGREDIENTS MAKES HAIR STRONGER AND STRONGER BY REDUCING HAIR LOSS.**

*Clinically tested treatment*

## **Pigeum Africano: Powerful Phytohormonal Ingredient**

Pigeum Africano is an extract obtained from the bark of the Pygeum africanum tree, known for its extraordinary phytohormonal properties. This ingredient is particularly effective in the treatment of hair loss due to a unique combination of the following actions:

- **Inhibition of 5- $\alpha$ -reductase:** It reduces the conversion of testosterone to dihydrotestosterone (DHT), a hormone associated with hair follicle reduction and subsequent hair loss.
- **Stimulation of Microcirculation:** It stimulates blood flow to the scalp, improving follicle nutrition and promoting healthier and more vigorous hair growth.
- **Anti-inflammatory Action:** It reduces scalp inflammation, a factor often correlated with hair loss and other scalp issues.

African Pigeum represents a natural and powerful solution for those seeking an effective and safe anti-hair loss treatment capable of acting deeply on the hormonal mechanisms that regulate hair growth.

# FORTIFY SHAMPOO

*anti-hairloss treatment*

## FEATURES

Reviving shampoo helping in the prevention of hair loss

## ACTIVE INGREDIENTS

**PYGEUM AFRICANO:** Inhibits 5- $\alpha$ -reductase, Stimulates microcirculation and reduces scalp inflammation

**ROSEMARY:** invigorating properties, improves blood circulation and reduces scalp inflammation, contributing to a healthy foundation for hair growth

## HOW to use

Apply shampoo to wet hair and emulsify and massage in gentle circular motions. Repeat if necessary. Rinse.

## *Ritual* GESTURE

While massaging the shampoo, use your fingertips to perform circular motions, stimulating scalp microcirculation and strengthening follicles.

## *technical* REMARKS



250-1000 ml

## KEY benefit

- 88% naturally derived ingredients
- Sulfate-free formula
- Gentle cleansing
- Stimulates microcirculation
- Supports growth
- Refreshes the skin



# FORTIFY LOTION

*anti-hairloss treatment*

## FEATURES

Dermostimulating spray lotion adjuvant in the prevention of hair loss

## ACTIVE INGREDIENTS

**PYGEUM AFRICANO:** Inhibits 5- $\alpha$ -reductase, Stimulates microcirculation and reduces scalp inflammation

**ROSEMARY:** Invigorating properties, improves blood circulation and reduces scalp inflammation, contributing to a healthy base for hair growth.

## HOW to use

Apply the lotion to the entire scalp or only to the affected areas, taking care to massage gently for a few minutes until completely absorbed. Do not rinse. Use whenever the need arises.

## *Ritual* **GESTURE**

Massage the lotion in circular motions, increasing microcirculation and promoting absorption.



100 ml

## KEY *benefit*

- 97% naturally derived ingredients
- Silicone-free formula
- Improves microcirculation
- Stimulates growth
- Prolongs anagen phase
- Refreshes the skin



# FORTIFY INFUSION

## *Intensive anti- hair loss treatment*

### FEATURES

Concentrated intensive dermo-stimulating treatment specifically for thinning and hair loss.

### ACTIVE INGREDIENTS

**PYGEUM AFRICANO:** Inhibits 5- $\alpha$ -reductase, Stimulates microcirculation and reduces scalp inflammation

**ROSEMARY:** Invigorating properties, improves blood circulation and reduces scalp inflammation, contributing to a healthy foundation for hair growth.

**CAFFEINE** It stimulates hair follicles, prolonging the anagen phase of the hair cycle and reducing hair loss.

### HOW to use

Apply a few drops to dry or well-dabbed scalp. Massage gently with fingertips. Do not rinse. Recommended to be used in combination with FORTIFY Shampoo. Use 2-3 times a week for 4 to 6 weeks.

### *Ritual* **GESTURE**

Massage the lotion in circular motions, increasing microcirculation and promoting absorption.

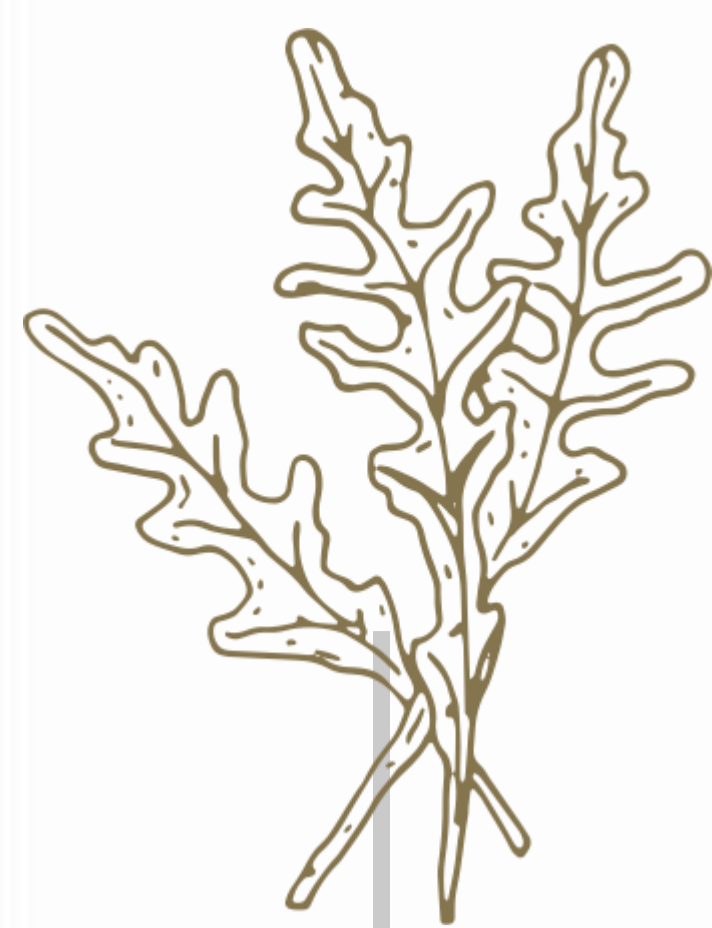


6x7 ml

### KEY *benefit*

- 97% naturally derived ingredients
- Silicone-free formula
- Capillary application
- Fast-acting
- Prolongs anagen phase
- Improves microcirculation
- Stimulates growth
- Refreshes the skin





## PURIFYING RITUAL - ANTI DANDRUFF

# SCALP WITH DANDRUFF

*The naturally advanced solution:  
goodbye dandruff!*

90% of people with dandruff have high colonization of Malassezia, the fungus responsible for dandruff.

70% of people state that stress worsens dandruff symptoms.

40% of people with dandruff state that this condition affects their social life.

*\*Journal of Clinical and Aesthetic Dermatology*

- Icelandic lichen, rich in usnic acid, offers antimicrobial and antifungal properties, counteracting Malassezia, a major cause of dandruff.
- The lichen's mucilage moisturizes and soothes

Salicylic Acid Skin-Friendly technology provides exfoliating action. Salicylic acid effectively removes scaly cells and soothes seborrheic dermatitis, contributing to a visibly healthier scalp and stronger, more vibrant hair.

**SALICYLIC ACID  
SKIN FRIENDLY TECHNOLOGY**



## PURIFYING RITUAL - ANTI DANDRUFF

# DETOX

*based on Icelandic lichen*

**RITUAL DEDICATED TO ALL CUSTOMERS SUFFERING FROM DRY AND/OR OILY DANDRUFF. ACTS IN A SPECIFIC AND SPECIFIC WAY BY ELIMINATING DANDRUFF AND REBALANCING THE HYDROLIPIDIC FILM OF THE SKIN.**

**THE ACTIVE INGREDIENTS IN THE FORMULA ATTENUATE THE FORMATION OF DANDRUFF, SOOTHE ITCHING, AND REBALANCE THE HYDROLIPID FILM.**

### *active ingredients*

**ICELANDIC LICHEN:** known for its beneficial properties in the treatment of dandruff, thanks to its natural components that help soothe and purify the scalp. Here are the main benefits of Icelandic lichen in the treatment of dandruff:

- Antimicrobial and antifungal action: Icelandic lichen contains usnic acid, a substance with antimicrobial and antifungal properties that helps reduce the growth of fungi and bacteria, including Malassezia, which is responsible for dandruff.
- Soothing and calming properties: It is rich in mucilage, which acts as a natural emollient, moisturizing and calming the irritated scalp, reducing the itching and redness often associated with dandruff.
- Purifying action: Due to its purifying properties, Icelandic lichen helps keep the scalp clean and rebalanced, reducing excess sebum that can contribute to dandruff.
- Deep hydration: Mucilages in Icelandic lichen form a protective film that retains moisture, preventing dryness of the scalp, which can worsen dandruff symptoms.
- Supports skin regeneration: Its antioxidant properties help protect and regenerate the scalp, promoting a healthy environment for the hair and preventing the onset of further problems.

**SALICYLIC ACID:** effectively removes squamous cells and soothes seborrheic dermatitis

# DETOX SHAMPOO

*anti-dandruff treatment*

## FEATURES

Purifying shampoo ideal for contrasting the production of oily and dry dandruff.

## ACTIVE INGREDIENTS

**ISLANDIC LICHEN:** Antimicrobial and antifungal action, soothing and calming properties, purifying action, deep hydration and support of skin regeneration.

**SALICYLIC ACID:** Gently removes skin, dead skin cells, excess sebum

## HOW to use

Apply to wet hair and emulsify and massage in gentle circular motions. Repeat if necessary. Rinse.

## Ritual **GESTURE**

Massage the lotion in circular motions, increasing microcirculation and promoting absorption.



250-1000 ml

## KEY *benefit*

- 90% naturally sourced ingredients
- Sulfate-free formula
- Gentle cleansing
- Sebum-regulating action
- Antiseptic
- Reduces inflammation
- Rebalances the skin barrier
- Refreshes the skin



# DETOX LOTION

*anti-dandruff & greasy treatment*

## FEATURES

Intensive treating spray lotion ideal for oily or dandruffy scalp with antimicrobial action.

## ACTIVE INGREDIENTS

**ISLANDIC LICHEN:** Antimicrobial and antifungal action, soothing and calming properties, purifying action, deep hydration and support of skin regeneration.

**SALICYLIC ACID:** Gently removes skin, dead skin cells, excess sebum

## HOW to use

For a daily dandruff treatment, spray directly onto a dry or well-dabbed scalp. Massage gently with fingertips. Do not rinse off. Recommended to be used in synergy with DETOX Shampoo.

## Ritual **GESTURE**

Massage the lotion in circular motions, promoting penetration of the active ingredients.

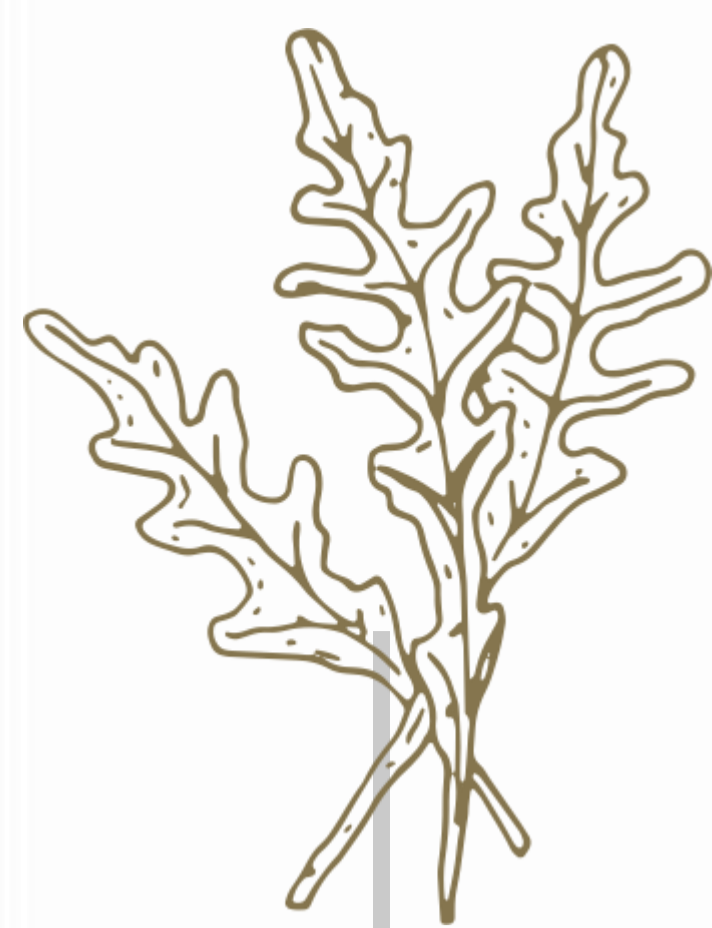


100 ml

## KEY *benefit*

- 97% naturally derived ingredients
- Silicone-free formula
- Exfoliating action
- Antiseptic properties
- Reduces inflammation
- Rebalances the skin barrier
- Refreshes the skin





**ANTI-GREASY RITUAL - CALMING**

# PERFECT BALANCE

*Seboregulator and calming*

Mineral Osmotic Skin Friendly technology absorbs sebum by releasing essential minerals to revitalize and calm irritated skin. Thanks to this combination, the treatment provides lasting relief and a feeling of freshness.

- prolonged relief and balanced skin over time
- rapid absorption for a pleasant feeling of lightness
- soothing ability and immediate feeling of comfort

MINERAL OSMOTIC  
SKIN FRIENDLY TECHNOLOGY



ANTI-GREASY RITUAL - CALMING

# BALANCE

*based on lavender and green clay*

LINE FORMULATED TO EFFECTIVELY TREAT SENSITIVE SCALP. THE ACTIVE INGREDIENTS CONTAINED HAVE AN IMPORTANT SOOTHING ACTION AND RELIEVE ITCHING, BURNING AND DISCOMFORT.

ALSO IDEAL FOR CLIENTS SUFFERING FROM OILY SKIN AND SEBORRHEA; IT WORKS BY REBALANCING SEBUM PRODUCTION, LEAVING THE SKIN CLEAN AND FRESH, MAKING THE SCALP LIGHT.

*active ingredients*

**CLAY:** soothing, keratolytic action

**LAVENDER:** Promotes regulation of sebaceous secretion and makes the scalp toned and vital. Its exceptional calming properties make it ideal for caring for reddened or irritated skin.

# BALANCE SHAMPOO

*anti-greasy and calming*

## FEATURES

Seboregulating shampoo with action anti-greasy and soothing

## ACTIVE INGREDIENTS

**GREEN CLAY:** Soothing with mineralizing action

**LAVENDER:** Promotes regulation of sebaceous secretion and makes the scalp toned and vital. Its exceptional calming properties make it ideal for the care of reddened or irritated skin.

## HOW to use

Apply to wet hair and emulsify and massage in gentle circular motions. Repeat if necessary. Rinse.

## Ritual **GESTURE**

While massaging the shampoo, use your fingertips to perform circular motions, stimulating scalp microcirculation and strengthening follicles.



250-1000 ml

## KEY *benefit*

- 89% naturally derived ingredients
- Sulfate-free formula
- Gentle cleansing
- Purifying and healing action
- Astringent and antiseptic properties
- Reoxygenates and remineralizes the skin
- Soothes irritated skin





GAUDIUM. RITUALS.

 ROVERHAIR®  
ORGANIC HAIRCARE



# RITUALS

## **FORTIFY Ritual - Anti hairloss**

In salon

SCALP PEELING + FORTIFY SHAMPOO + FORTIFY INFUSION (vials)  
(SCALP SERUM (if needed))

Home routine:

- shock phase: SCALP PEELING + FORTIFY SHAMPOO + FORTIFY INFUSION (vials)
- prevention and maintenance phase: FORTIFY SHAMPOO + FORTIFY LOTION  
(SCALP SERUM if needed)

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## **DETOX Ritual - Anti dandruff**

In salon

SCALP PEELING + DETOX SHAMPOO + DETOX LOTION spray

Home routine

DETOX SHAMPOO + DETOX LOTION ( SCALP SERUM if needed)

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## **BALANCE & DETOX Ritual - Greasy Scalp**

In salon

SCALP CLAY (with turban) + BALANCE SHAMPOO + DETOX LOTION + SCALP SERUM (if needed)

Home routine

BALANCE SHAMPOO + DETOX LOTION + SCALP SERUM (if needed)

## **BALANCE Ritual - Irritated Scalp**

In salon: SCALP CLAY in the bowl with 4-5 drops of SCALP SERUM then applied with brush (laying time with turban) + BALANCE SHAMPOO + SCALP SERUM

Home routine: BALANCE SHAMPOO + SCALP SERUM



# TIP & TRICKS

Here are some ideas for creating the multi-sensory salon experience that conveys pleasure and well-being.

- 1. Welcome Ritual:** Upon entry, clients might be greeted with a relaxing herbal tea. The welcome should include a brief explanation of the chosen treatment, emphasizing the specific benefits and how Gaudium represents joy and well-being for hair.
- 1. Immersive Environment:** Create a relaxing environment in the salon with soft lighting, playing the GAUDIUM playlist and calming scents, such as lavender or eucalyptus, to accompany each treatment. This will help clients disconnect from daily stress, making the treatment a time to pause and enjoy.
- 1. Personalized Consultation:** Offer a consultation to analyze the state of the scalp and hair before and after treatment, visually showing improvements with the use of diagnostic tools (trico camera). This makes the experience tangible and reinforces the perception of Gaudium Rituals effectiveness.
- 1. Sensory Scalp Massage:** Prior to treatment application, offer a scalp massage customized to the type of treatment. This not only prepares the scalp, but also makes the experience deeply relaxing and enjoyable.

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# HOW TO USE THE QUIZ WITH QR-CODE



In Salon: Use this quiz to help clients quickly identify their specific needs. Once you have identified the ideal treatment, you can further customize the experience with targeted massage techniques to enhance the effectiveness of the treatment. For example, massaging in gentle circular motions can help absorb Scalp Serum into sensitive areas, while using a turban during the Scalp Clay application phase will help maintain body temperature stability, improving the cleansing process.

At Home: Clients can follow a routine based on the quiz results, using the recommended products. Suggest they incorporate daily scalp massage during serum or shampoo application to maximize benefits. Offer simple instructions on how to apply products, including the proper use of calming serum on problem areas and the right way to massage shampoo to ensure effective, soothing cleansing.

This quiz not only guides clients in choosing the right treatments, but also educates them on the importance of a personalized routine, enhancing their overall experience and ensuring optimal results both in the salon and at home.



# GLOSSARY

## NATURAL ESSENTIAL OILS

### BERGAMOT

Antifungal, healing, antiseptic and disinflammatory.

### EUCALYPTUS

Balsamic and decongestant, effective for the care of scalp irritated. Fights excess grease and dandruff and reactivates microcirculation.

### LAVENDER

Promotes the regulation of sebaceous secretion and makes the scalp toned and vital, preventing hair loss. The exceptional calming properties make it make it ideal for the care of reddened or irritated skin.

### LEMON

Degreasing and purifying, perfect natural disinfectant. It performs a beneficial refreshing, invigorating and astringent action, balancing oily skin and reddened.

### MINT

An excellent refreshing and astringent, it improves the condition of hair prone to oily by relieving itchy, reddened skin. Its purifying and detoxifying stimulates circulation.

### THYME

Considered the best natural antiseptic. Effective purifier and sanitizer with excellent astringent and anti-dandruff properties.



# GLOSSARY

## NATURAL ACTIVE INGREDIENTS

### ALPHA-HYDROXY ACIDS

These natural substances, known as fruit acids, are widely used for their exfoliating and antioxidant properties. They are particularly suitable for peels or scrubs, that is, for those exfoliating treatments that promote the renewal of the epidermis, through the removal of dead cells from the epidermal surface. Fruit acids are particularly suitable for oily skin, especially if it is asphyxiated, because they allow sebum to escape from the follicle more easily. Their very small size also allows them to penetrate deeply, where they promote the repair of collagen and elastin fibers.

### ALLANTOIN

It is found in various plant substrates such as wheat germs, beets sugar, shiny rice, and horse chestnut bark. Known as a soothing but especially restorative and regenerative substance, it is used in dermocosmetics due to its ability to stimulate the regeneration of cells, thereby increasing the rate of healing of inflammation. Allantoin has a moisturizing action and, by softening the stratum corneum, facilitates the absorption of active ingredients. It is also used in cases of desquamation of the scalp and regulates sebum secretions. In the international pharmacology it is recognized for its healing, soothing virtues, soothing, moisturizing, and repairing.

### GREEN CLAY

Known for its purifying properties and high micronutrient content, such as iron, calcium, potassium, silica, aluminum, sodium, titanium, manganese and magnesium. It absorbs and regulates excess sebum by revitalizing the skin and promoting cell renewal. Through an osmosis mechanism, it eliminates excess sebum, toxins and impurities that pass from the skin to the green clay, which, in turn, yields the valuable minerals and thus allows skin revitalization. It also constitutes a soothing and calming agent for irritated skin.

 **ROVERHAIR**<sup>®</sup>

ORGANIC HAIRCARE



# GLOSSARY

## NATURAL ACTIVE INGREDIENTS

### PYGEUM AFRICANO

Pygeum africanum is an evergreen tree from the forests of equatorial Africa, popularly known as African Prunus. In phytotherapy, its bark, which is recognized to have therapeutic, antioxidant and anti-inflammatory properties, is used. The extract, used successfully in trichology, is rich in phytosterols, triterpenes, phenolic ester, long-chain fatty acids, and tannins. In particular, it contains a molecule that inhibits 5-alpha-reductase, which is responsible for activating the hormonal hair loss process. Its peripheral antiandrogenic action, by counteracting the progressive thinning of the hair follicle, proves to be crucial in preventing hair loss. **SALICYLIC ACID**

Salicylic acid, already an essential ally in skincare due to its exfoliating and anti-inflammatory properties, has also been shown to play an essential role in hair health. Indeed, it is known to be effective in helping to maintain the scalp in optimal condition.

It promotes the exfoliation of dead cells and keratin thickening related to desquamation caused by seborrheic dermatitis, while also ridding comedones of excess sebum. In addition, salicylic acid has a bacteriostatic action on the skin, yet without causing irritation.

Salicylic acid, in fact, has keratolytic properties-it is capable of dissolving the stratum corneum of the epidermis without affecting the underlying cells-soothing, antiseptic and healing

### ROSEMARY EXTRACT

Rosemary extract is recognized for its calming and antioxidant action, mainly due to its high concentration of rosmarinic acid, which is found to inhibit the most toxic and reactive free radicals. Its dermopurifying action is exploited in cosmetic formulations for the treatment of oily skin and with dandruff by going to regularize sebaceous production, while it disinfects and purifies the scalp. Finally, its vasodilating ability has proven useful in stimulating the regrowth of hair follicles going to support treatments in cases of baldness and alopecia.

## **ICELANDIC LICHEN**

Icelandic lichen is a species characteristic of mountainous areas in Europe and Asia. It is among the plants used in cosmetics, one of those that possesses the most pronounced antimicrobial property. The usnic acid, in which it is rich, possesses antibiotic-like bactericidal activity, while lichenin produces emollient and protective mucilage, which is useful in combating inflammation. The soothing, antiseptic, purifying, and healing properties of Icelandic Lichen make it particularly suitable for oily and acne-prone skin, oily hair, dandruff, and irritation.

## **CAFFEINE**

Caffeine is an alkaloid of natural origin contained in several plants, such as coffee, tea, cocoa, guarana and maté.

It is a molecule that is capable of exerting an excitatory action and vasoconstrictive activity and boasts anti-edemigenic properties, the ability to promote lipolysis, and the ability to promote hair growth.

It is used as a cosmetic ingredient because of its biological activity and ability to penetrate the skin barrier. It also has the ability to increase the diameter of the hair shaft, prolong the duration of the anagen phase (hair growth phase), and stimulate the proliferation of keratinocytes in the hair matrix.

## **NIACINAMIDE**

Niacinamide, also known as vitamin B3, is a naturally occurring substance that has enjoyed great success as a cosmetic ingredient because of the effects it is able to exert when applied to the skin. It is capable of restoring integrity and helping to keep the skin barrier intact, as well as helping to reduce sebum production and the inflammatory state of the skin.

The positive action occurs due to the vasodilatory capacity at the level of the blood vessels and capillaries: this allows the skin to be better irrigated, thus allowing a better blood supply and thus nutrients and oxygen to reach them.

The use of niacinamide, consequently, has beneficial effects by improving the appearance of the skin (anti-aging action), stimulating hair growth and preventing hair loss.

