



HAIR RECONSTRUCTION

# ULTIMATE NUTRIS

*with* QUINOA & HYDROLYZED KERATIN



ORGANIC HAIRCARE



# ULTIMATE NUTRIS

ULTIMATE NUTRIS IS THE QUINOA-BASED DEEP RECONSTRUCTION LINE, IMMEDIATE EFFECTIVE CUSTOMIZABLE CAPABLE OF CREATING A TAILOR-MADE WELLNESS RITUAL.

THE COMBINATION OF SELECTED INGREDIENTS GIVE LIFE TO A TARGETED TREATMENT TO RESTORE STRENGTH AND VIGOR TO DAMAGED AND HYPER-TREATED HAIR. NOURISHES AND REBUILDS THE HAIR FIBER WITH JUST A FEW GESTURES, FOR A RESULT OF IMPECCABLE BEAUTY.

*this line contains*

- filler shampoo
- filler mask
- biphasic filler
- btx elixir
- filler elixir

Used together they guarantee immediate results: increased body, tone and shine.

Products with extreme customization and excellent allies of the color service that give greater hydration and silkiness to the hair

*why to choose it?*

- Customizable and modulable according to hair type
- Immediate and effective
- Reconstructs and deeply nourishes
- Makes hair soft and silky
- Smoothes and restructures the hair fiber
- Prevents the formation of split ends







# ULTIMATE NUTRIS

## *formulation technology*

To effectively treat a damaged hair, 3 very important actions must be performed:

- **RECONSTRUCTION**

Which occurs due to the protein complex (Keratin, Collagen, Amino Acids, Silk Protein, Wheat Protein, Cashmere Protein)

- **REPARATION**

Obtained through the complex composed of Quinoa, Trace Elements and D-Panthenol

- **HYDRATION AND NOURISHING**

thanks to the moisturizing and nourishing complex composed of Sunflower Oil, Almond Oil, Allantoin, Aloe Barbadensis (Aloe Vera) and Vegetable Glycerin



# FILLER SHAMPOO

*deep moisturizing*

## FEATURES

Nourishing and gentle shampoo that performs the first phase of reconstruction thanks to the presence of keratin and its amino acids; at the same time Panthenol, Aloe Vera and Vegetable Glycerin ensure its moisturizing action.

## ACTIVE INGREDIENTS

Quinoa, Aloe Vera, Hydrolyzed Keratin, Keratin Amino Acids, Trace Elements, D-Panthenol and Vegetable Glycerin.

## HOW to use

Spread over damp hair and massage, rinse and pat dry. Repeat as needed.

**85%**  
INGREDIENTS  
OF NATURAL  
ORIGIN

**0%**  
SILICONS,  
PARABENS  
SLES/SLS FREE

**4-5**  
pH  
TESTED  
VALUE



10-250-1000 ml

## KEY *benefits*

- Nourishing and moisturizing shampoo
- Respects the hydrolipidic balance
- rebuilds from the first application

*technical* REMARKS





# FILLER MASK

*deep repair*

## FEATURES

Mask with nourishing and repairing action that complements the action of Nutris Deep Moisturizing Shampoo, restoring the hair fiber.

## ACTIVE INGREDIENTS

Hydrolyzed Keratin and Collagen, Sunflower Oil, Vitamin E, Vegetable Glycerin and Quinoa

## HOW to use

Wipe off excess water, apply the mixture to lengths and ends, leave on 5 min. and rinse thoroughly with water.

**91%**  
INGREDIENTS  
OF NATURAL  
ORIGIN

**0%**  
PARABENS  
EDTA  
FREE

**5-6**  
pH  
TESTED  
VALUE



10-250-1000 ml

## KEY *benefits*

- Nourishing and repairing action
- Restores the hair fiber
- Acts in depth

*technical* REMARKS





# FILLER BIPHASIC

*detangling leave-in*

## FEATURES

Deep conditioner without rinsing, specifically for dry and demineralized hair. It moisturizes and repairs the cuticular structure.

## ACTIVE INGREDIENTS

Aloe Vera, Hydrolyzed Keratin, Keratin Amino Acids, Wheat Protein, D-Panthenol and Quinoa

## HOW to use

Spray on damp hair, do not rinse. Daily use.

**74%**  
INGREDIENTS  
OF NATURAL  
ORIGIN

**b**  
DAILY  
LEAVE-IN  
BESTSELLER

**0%**  
SILICONS  
PARABENS  
EDTA  
FREE

**3.5-4.5**  
pH  
TESTED  
VALUE



150 - 500 ml

## KEY *benefits*

- Deep conditioner without rinsing
- Specifically for dry hair
- Hydrates and repairs cuticular structure
- Non-greasy, non-bulky, absorbs quickly

*technical* REMARKS





# FILLER ELIXIR

*hyper softness*

## FEATURES

Hyper-nourishing cashmere and silk effect serum that coats the hair fiber by smoothing out fine cracks and/or crazing, sealing the cuticle and diminishing frizz. It moisturizes the hair giving softness and compatibility. Ideal for all hair types (normal) natural or colored, extremely demineralized and dry hair. Used in combination with the Roverhair masks it enhances its effectiveness.



150 ml

## ACTIVE INGREDIENTS

Quinoa, Cashmere, Silk, Sunflower Oil, Almond Oil

## HOW to use

Used alone or added to Filler Mask or color blend (see services).

**81%**  
INGREDIENTS  
OF NATURAL  
ORIGIN

**0%**  
SILICONS,  
PARABENS  
SLES/SLS  
EDTA FREE

**5-6**  
pH  
TESTED  
VALUE

**t**  
SELECTIVE  
RECONSTRUCTION  
TECHNOLOGY

  
TAILOR  
MADE FOR  
SALONS

## KEY *benefits*

- Nourishing and conditioning
- Ideal for fine, damaged and hyper-sensitized hair
- Increases the body of the hair by giving volume and strength
- Improves the structure of damaged hair

*technical* REMARKS





# BTX ELIXIR

*botox effect*

## FEATURES

Deep reconstructor. Hydrates and strengthens the hair while giving volume and extreme softness. Prevents the formation of split ends.

## ACTIVE INGREDIENTS

Quinoa, Keratin, Collagen

## HOW to use

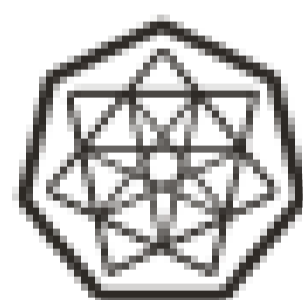
Used alone or added to Filler Mask or color blend (see protocol services).

0%

SILICONS,  
PARABENS  
SLES/SLS  
EDTA FREE



SELECTIVE  
RECONSTRUCTION  
TECHNOLOGY



TAILOR  
MADE FOR  
SALONS

*technical* REMARKS



150 ml

## KEY *benefits*

- Hyper nourishing
- Ideal for normal, natural or colored, extremely demineralized and dry hair
- Increases hair hydration giving extreme softness and shine
- Improves the structure of damaged hair





ROVERHAIR  
ORGANIC HAIRCARE

88%

**ULTIMATE NUTRIS**  
FILLER SHAMPOO

8%

INGREDIENTS OF NATURAL ORI  
QUINOA, ALOE VERA, HYDROLY  
KERATIN AMINO ACIDS, ALLAN  
TRACE ELEMENTS, D-PANTHEI  
VEGETABLE GLYCERIN

pH 4.0 - 5.0

DEEP MOISTURIZING



SINCE 1975 - ROVERHAIR.IT - ITALIAN PREMIUM HAIRCARE BRAND



91%

QUINOA, HYDROLYZED KERATIN, HYDROLYZED COLLAGEN, VITAMIN E, VEGETABLE GLYCERIN

pH 5.0 - 6.0

ROVERHAIR

ORGANIC HAIRCARE

ULTIMATE NUTRIS MASK



# ULTIMATE NUTRIS

*protocol salon services*



## COLD BOTOX RECONSTRUCTION

IN JUST 10 MINUTES

HAIR WITHOUT BODY

- **Cleansing:**

1. Apply Filler Shampoo all over the hair
2. Massage in circular motions until a soft lather is obtained
3. Leave on for 1 to 3 minutes (depending on hair texture), then rinse thoroughly.

- **Internal treatment:**

1. In a bowl, add 20ml **cold water** and mix it with 2,5 ml di BTX Elixir
2. Apply the mixture evenly to all lengths with a brush and massage in.
3. Leave on for 5 minutes tip: infrared

- **External treatment:**

Towel-dry hair and spray Biphasic Filler evenly.



# ULTIMATE NUTRIS

*protocol salon services*



## **HOT FILLER** RECONSTRUCTION IN JUST 10 MINUTES DAMAGED HAIR

- **Cleansing:**

1. Apply Filler Shampoo all over the hair
2. Massage in circular motions until a soft lather is obtained
3. Leave on for 1 to 3 minutes (depending on hair texture), then rinse thoroughly.

- **Internal treatment:**

1. In a bowl, add Filler Mask and mix it with Filler Elixir (MAX 10%)
2. Apply the mixture evenly to all lengths with a brush and massage in.
3. Leave on for 5 minutes with a hot wet towel, comb through and rinse thoroughly.

- **External treatment:**

Towel-dry hair and spray Biphasic Filler evenly.



# ULTIMATE NUTRIS

*protocol salon services*



**PLUS TREATMENT: SPLIT ENDS - HOT**  
IN 10 MINUTES ONLY  
REPAIR/PREVENT SPLIT ENDS

● **Pre-treatment:**

1. In a bowl add 10ml of BTX Elixir.
2. Mix and apply with brush to tips, massaging gently to promote absorption.
3. Comb through and leave on for 5 minutes with a **hot wet towel**

● **Cleansing:**

1. Apply Filler Shampoo all over the hair
2. Massage in circular motions until a soft lather is obtained
3. Leave on for 1 to 3 minutes (depending on hair texture), then rinse thoroughly.

● **Internal treatment:**

1. In a bowl, add Filler Mask and mix it with BTX Elixir (MAX 10%)
2. Apply the mixture evenly to all lengths with a brush and massage in.
3. Leave on for 5 minutes with a **hot wet towel**, comb through and rinse thoroughly.

● **External treatment:**

Towel-dry hair and spray Biphasic Filler evenly.



# ULTIMATE NUTRIS

*protocol salon services*



## RECONSTRUCTION + COLOR IN ONE STEP

- **Pre-treatment:**

In the mix color add:

- 3-5 ml of BTX Elixir (thin hair)
- 3-5 ml of Filler Elixir (normal/thick hair)

- **Cleansing:**

1. Apply Filler Shampoo all over the hair
2. Massage in circular motions until a soft lather is obtained
3. Leave on for 1 to 3 minutes (depending on hair texture), then rinse thoroughly.

- **Internal treatment:**

Wipe off excess water, apply the Filler Mask to lengths and ends, leave on 5 min. and rinse thoroughly with water.

- **External treatment:**

Towel-dry hair and spray Biphasic Filler evenly.



# TIPS & TRICKS



# ULTIMATE NUTRIS TIPS & TRICKS



## HOW TO INCREASE THE SALON SERVICES WITH ULTIMATE NUTRIS

Prepare monthly cards containing 4 Nutris treatments (1 per week) and create interesting dynamics.

- **BIPHASIC FILLER - LEAVE IN**

Can also be used:

1. On dry hair (for natural blow-drying) with excellent instant moisturizing and anti-frizz effect.
2. As a detangler during the cutting service to keep hair moisturized and soft.
3. For resale: great for at-home maintenance to give moisture and softness to the hair.

- **CUSTOMIZATION WITH THE ELIXIR**

You can customize your reconstruction by mixing elixirs together based on the texture of your hair and the results you want to achieve. green light to your creativity.

