

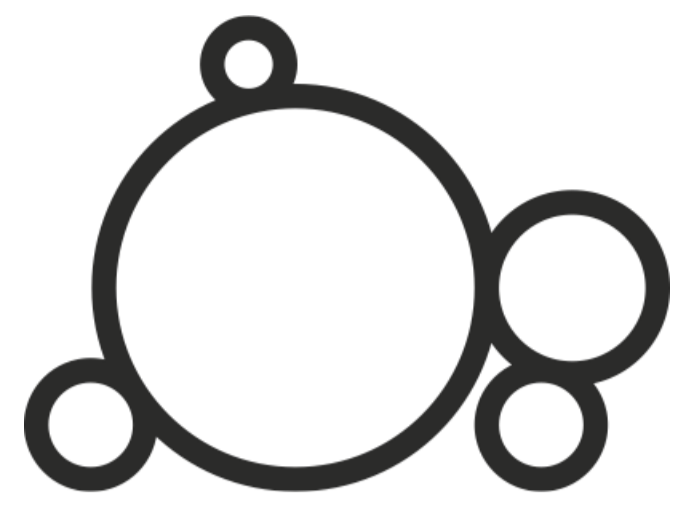


COLOR KEEPER

# pH SAVER

*with* POMEGRANATE, BLUEBERRY, PHYTOCOMPLEX OF LEMON & ORANGE

 ROVERHAIR®  
ORGANIC HAIRCARE



# pH SAVER



A specialised range designed for chemically treated hair. Restoring the hairs natural pH post chemical treatment, this range helps prolong color retention.

*this line contains*

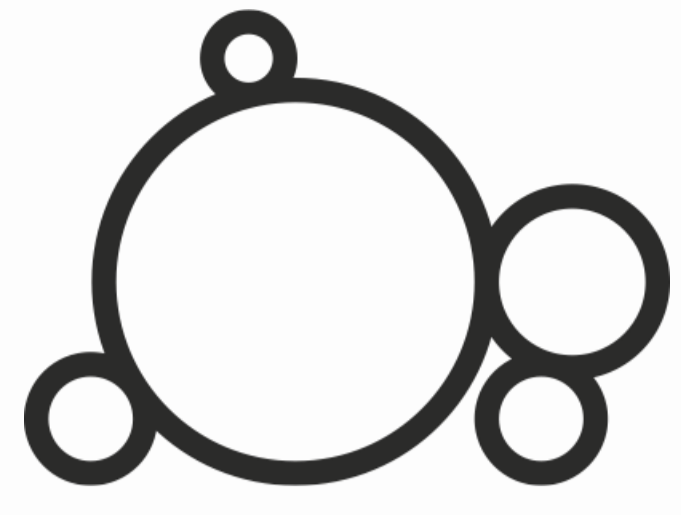
- Acid shampoo
- Acid mask
- Essential oil infusion
- Color defender

*why choose it?*

- Restores the hairs natural pH
- Increases color retention
- Nourishes and increases hydration
- Seals the cuticle promoting shine







# pH SAVER

*formulation technology*

**Pomegranate:** naturally rich in polyphenols with an antioxidant effect, it helps protect the color and prolong its duration

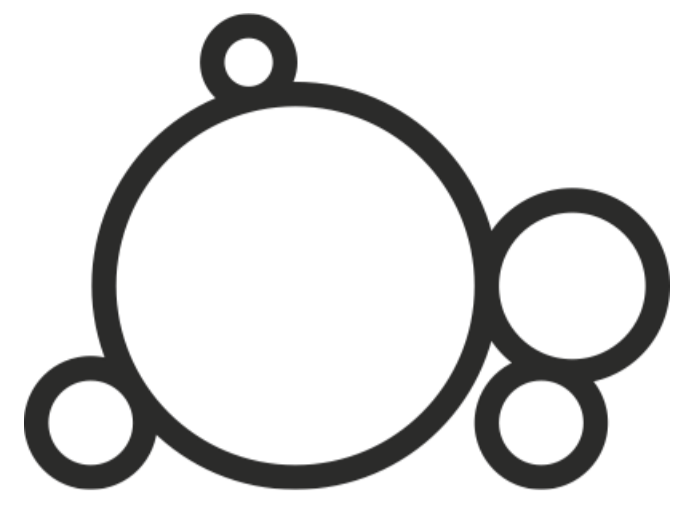
**Blueberry:** an excellent antioxidant, acts as an organic catalyst and is rich in bio-regenerative functions

**Phytocomplex (based on lemon and orange extract):**

antioxidant and hydrating. Improves hair shine thanks to its anti-limescale and anti-salt effect.

It seals the cuticles of colored hair, preserves its chemical color and reduces any discolouration due to washing.

**Aloe Vera:** hydrating and illuminating action



# ACID SHAMPOO

*color keeper*

## FEATURES

Acid pH shampoo post color. Seals hair cuticles and exerts a gentle cleansing action.

## ACTIVE INGREDIENTS

Pomegranate juice, blueberries and lemon and orange phytocomplex

## HOW to use

Apply to damp hair, massage, leave on and rinse. Repeat as needed.



10-250-1000 ml

## KEY *benefits*

- Seals hair cuticles due to acidic pH
- Performs a gentle cleansing action

89%

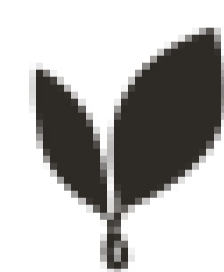
INGREDIENTS  
OF NATURAL  
ORIGIN

0%

SILICONS,  
PARABENS  
SLES/SLS, EDTA  
FREE

4.5-5.5

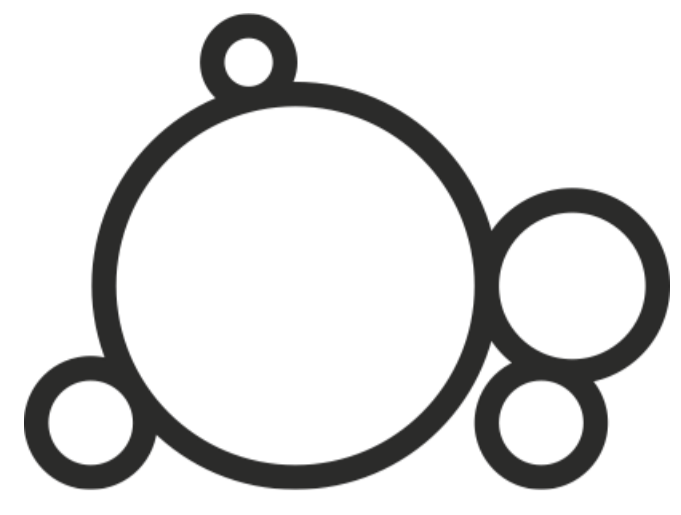
pH  
TESTED  
VALUE



VEGAN  
FRIENDLY

## *technical* REMARKS





# ACID MASK

*color keeper*

## FEATURES

Post-color acid pH mask. It complements the action of the shampoo by deeply moisturizing the fiber hair fiber.

## ACTIVE INGREDIENTS

Pomegranate juice, blueberries and lemon and orange phytocomplex

## HOW to use

Apply to washed and towel-dried hair, massage, leave on for 3-5 minutes and rinse thoroughly.

**94%**  
INGREDIENTS  
OF NATURAL  
ORIGIN

**0%**  
SILICONS,  
PARABENS  
EDTA FREE

**3-4**  
pH  
TESTED  
VALUE

  
VEGAN  
FRIENDLY

*technical* **REMARKS**

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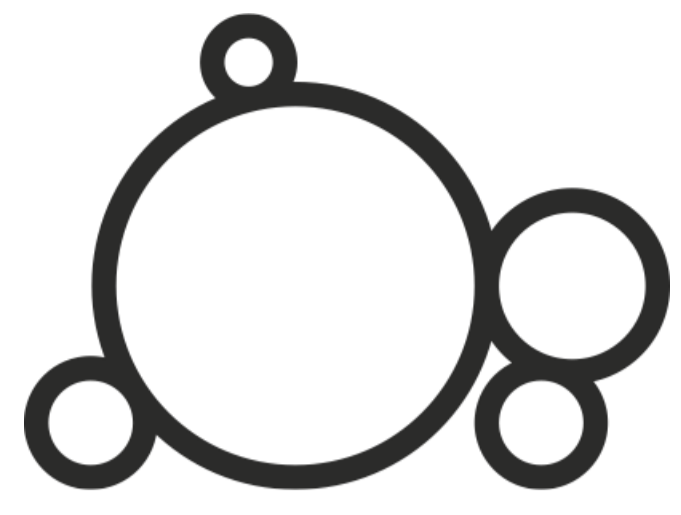


10-250-1000 ml

## KEY *benefits*

- Complements the action of the shampoo
- Deeply moisturizes the hair fiber





# ESSENTIAL OIL

## *color keeper*

### FEATURES

Balanced complex of vegetable oils and quaternary salts. It gives silkiness, hydration and softness to the hair without weighing it down.

### ACTIVE INGREDIENTS

Phytocomplex (Salvia Officinalis, Flax, Jojoba, Avocado, Soybean Oil) and Aloe Vera

### HOW to use

For LENITIVE ACTION in skin: mix the vial of Essential Oil in the amount equal to 10% of the color cream (do not exceed so that the coloring mixture does not become excessively liquid)

For a CONDITIONING ACTION: excellent for fine hair, mix half a vial with lukewarm water (1:1) and form an emulsion with the help of whisk, apply as a mask.



10 ml

### KEY *benefits*

- Gives silkiness, hydration and softness
- Does not weigh down
- Soothes sensitive scalp

0%

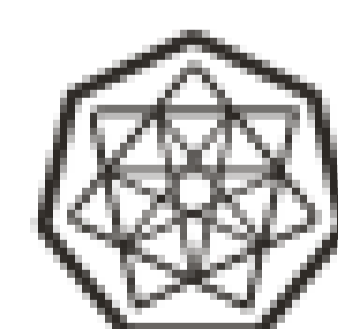
SILICONS,  
PARABENS  
SLES/SLS, EDTA  
FREE



MULTIPLE  
SALON  
SERVICES



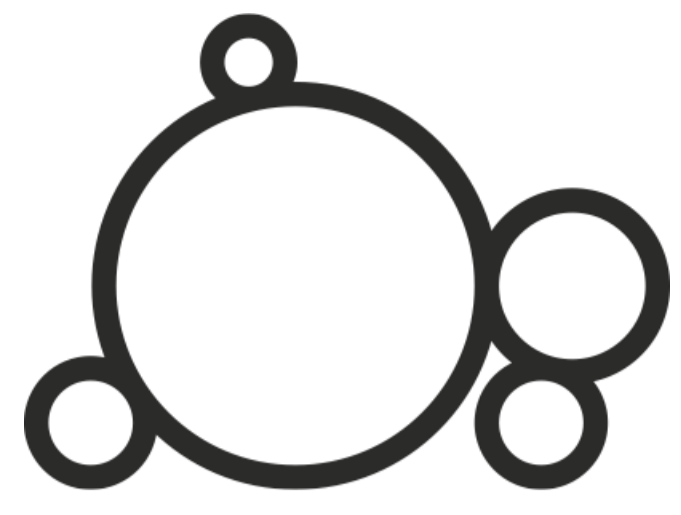
VEGAN  
FRIENDLY



TAILOR  
MADE FOR  
SALONS

### *technical* REMARKS





# COLOR DEFENDER

*color keeper*

## FEATURES

Post color leave-in serum, acidifying, moisturizing and conditioning with thermo-protective action.

## ACTIVE INGREDIENTS

Phytocomplex (extract of lemon, grape and apple cider vinegar) and Plant Caviar

## HOW to use

Apply to damp hair. Do not rinse.

93%  
INGREDIENTS  
OF NATURAL  
ORIGIN

0%  
SILICONS,  
PARABENS  
SLES/SLS, EDTA  
FREE

3-4  
pH  
TESTED  
VALUE

VEGAN  
FRIENDLY

t  
LONG LASTING  
COLOR  
TECHNOLOGY



150 ml

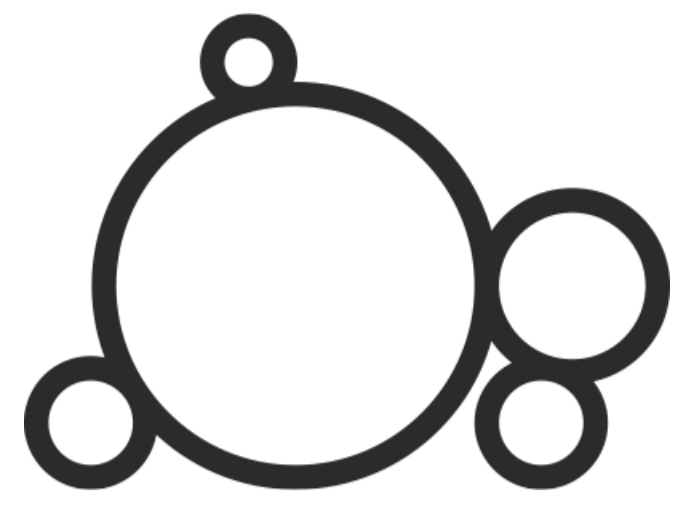
## KEY *benefits*

- helps keep the color longer
- without rinsing
- easy and immediate in use

## *technical* REMARKS

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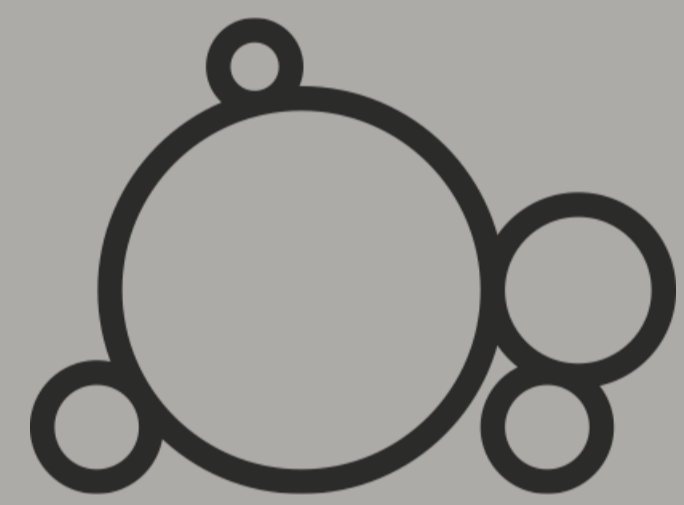


# pH SAVER

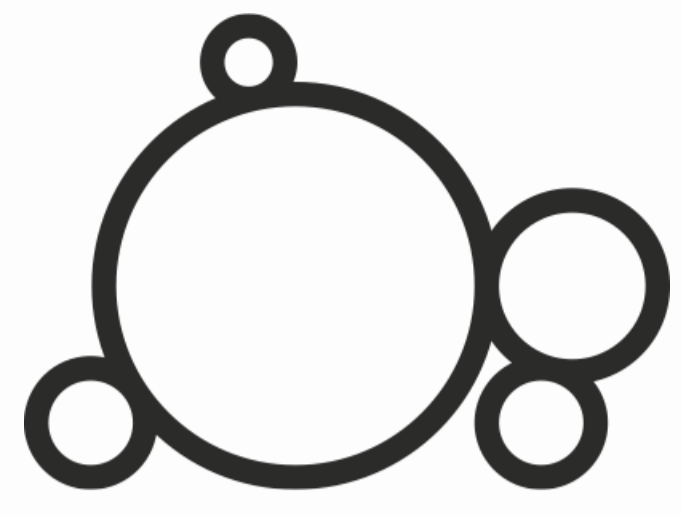
*In-salon services protocol*



	<b>PRO COLOR TREATMENT</b>	<b>POST-COLOR TREATMENT</b>
<b>PRE-APPLICATION</b>	ESSENTIAL OIL INFUSION In the color mix RATIO ¼ vial every 50gr of color	
<b>WASHING</b>	ACID SHAMPOO	ACID SHAMPOO
<b>TREATMENT</b>	<b>THIN HAIR</b> ESSENTIAL OIL INFUSION + WATER in a shaker <b>THICK HAIR</b> ACID MASK	<b>THIN HAIR</b> ESSENTIAL OIL INFUSION + WATER in a shaker <b>THICK HAIR</b> ACID MASK
<b>SPECIFIC STYLING</b>	<b>COLORED HAIR</b> COLOR DEFENDER	<b>COLORED HAIR</b> COLOR DEFENDER



# TIPS & TRICKS



# pH SAVER TIPS & TRICKS



- **How to increase PH SAVER services in the salon**

Prepare monthly cards containing 4 pH Saver treatments to do in the salon (1 per week).

1 resale product and 1 complimentary face mask.

- **COMFORT and HYDRATION**

You can add Essential Oil to oxidation coloring or apply it directly to the skin for added skin comfort. If you want to increase hydration on fine hair, you can emulsify Essential Oil after Acid Shampoo.

