

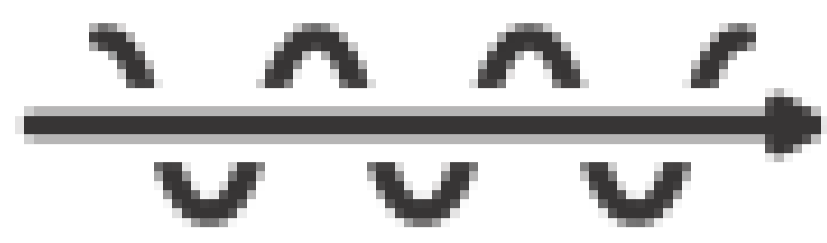


VEGAN LISSAGE THERAPY

SMOOTHER

with VERBASCUM THAPSUS & HYDROLIZED WALNUT EXTRACT

ROVERHAIR
ORGANIC HAIRCARE



SMOOTHER

**THE NEW VEGAN PROFESSIONAL STRAIGHTENING LINE
BASED ON VEGETABLE KERATIN WITH MODULAR AND
PROGRESSIVE TRIPLE ACTION, DEDICATED TO FRIZZY AND
UNTAMABLE HAIR.**

Whether straight, curly, wavy, short or long, any type of hair can be affected by frizz.

Harsh treatments, hair dryer and straightener use, weathering and poor hydration are among the main causes of frizzy, unruly hair.

We have the solution!

this line contains

- Smoother Shampoo
- Smother Mask
- V-Keraliss
- Sealer Plus

why choose it?

- vegan formulation
- Triple action smooths the hair
- Ensures high shine glossy hair
- Decreases drying time
- Formaldehyde Free
- Rich in vegetable extracts

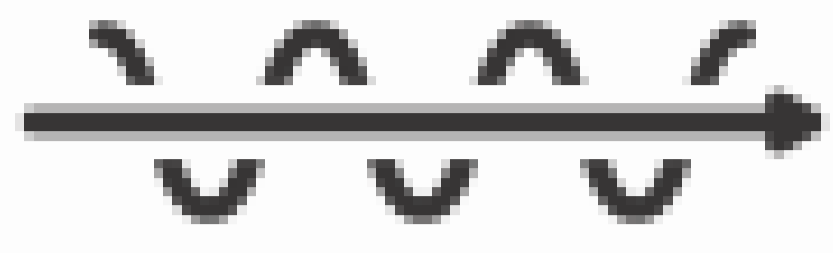




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 ROVERHAIR®

ORGANIC HAIRCARE



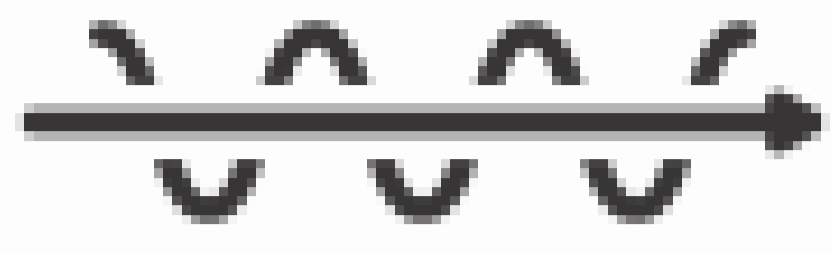
SMOOTHER

formulation technology

Improved Lumino Technology

V-Keraliss contains a high concentration of an innovative plant active ingredient with **illuminating action** obtained by molecular bioliquefaction, a **brand new patented enzymatic biotechnology**.





SMOOTHER

active ingredients

GLIOSSILIC ACID: Modifies disulfide bonds without breaking them, giving a smooth shape with a natural effect.

It is not a formaldehyde creator.

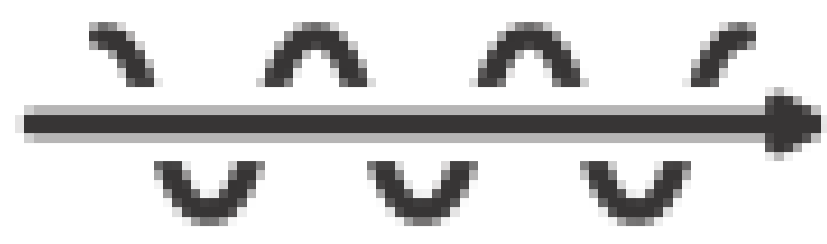
VEGETABLE KERATIN: rebuilds the **fiber** making it stronger and more durable

HYALURONIC ACID: creates a protective film that retains water within the shaft, giving vitality and body to the hair

PHYTOCOMPLEX OF VERBASCUM FLOWERS: enhances the mirror effect (MIRROR EFFECT) by emphasizing the brightness of hair, making it shinier and brighter.

ORGANIC HYDROLYZED WALNUT EXTRACT: Helps detangle hair by restoring silkiness and combability.





V-KERALISS

straight smooth no-frizz

FEATURES

V-Keraliss is a technical product, multifunctional with triple progressive smoothing action: straightening, disciplining and anti-frizz. From volume reduction to perfect "mirror effect" straightening, both natural and treated hair becomes docile to drying and easily manageable at home.

ACTIVE INGREDIENTS

Plant keratin, Mullein flower phytocomplex and hyaluronic acid

HOW to use

Cleanse the hair with Deep Cleanser Shampoo, distribute V-Keraliss in small sections, let the product work according to the result/hair.

SEE IN-SALON SERVICES PROTOCOL

technical REMARKS

Application of V-Keraliss smoothing cream may slightly alter hair color

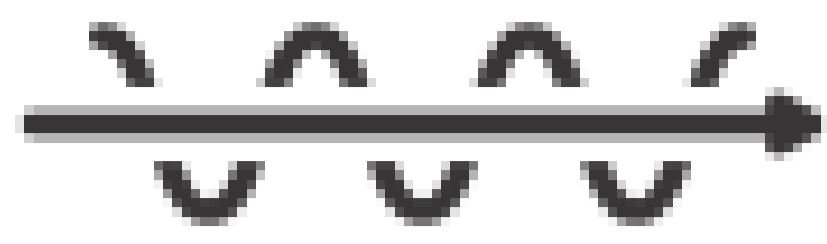


400 ml

KEY *benefits*

- Technical product that disciplines, reduces volume and eliminates frizz
- Mirror hair -effect
- perfect straight





SEALER PLUS

protective spray

FEATURES

Protective spray with sealing function of V-Keraliss treatment. Anti-static action, frizz control, protection from heat from straighteners and blow dryers; also ideal for at-home maintenance to ensure long-lasting results.

ACTIV INGREDIENTS

Plant keratin, Verbascum flower phytocomplex and hyaluronic acid

HOW to use

Spray the sealing spray on lengths and ends to achieve the desired result. Do not rinse.

technical **REMARKS**

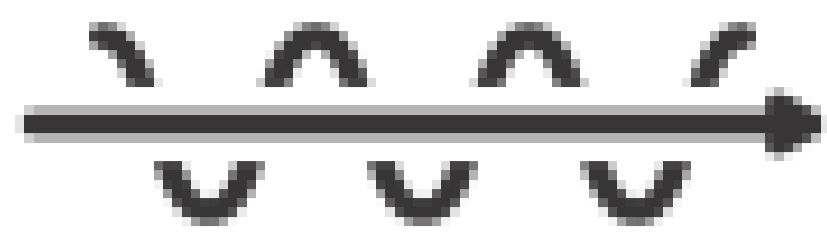


150 ml

KEY *benefits*

- sealant
- anti-static action
- frizz control





SMOOTHER SHAMPOO

anti-frizz maintenance



FEATURES

Maintenance shampoo with an effect anti-frizz with progressive action that, thanks to glyoxylic acid and walnut extract, is able to amplify and prolong the effect obtained with V-Keraliss.

ACTIVE INGREDIENTS

Organic Extract of Hydrolyzed Walnut

HOW to use

Apply to damp hair, massage gently and leave on for a few minutes. Proceed with rinsing to the application of the Smoother Mask.



10-250-1000 ml

87%
INGREDIENTS
OF NATURAL
ORIGIN

0%
SILICONS,
PARABENS
SLES/SLS, EDTA
FREE

5-6
pH
TESTED
VALUE

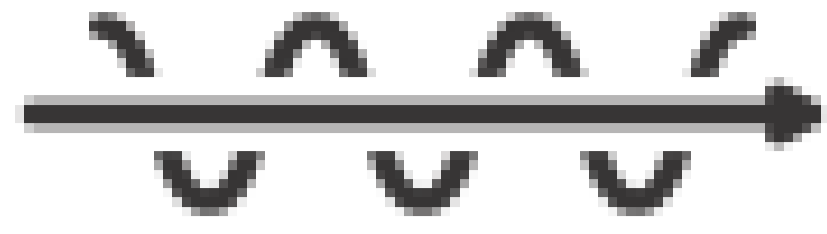

VEGAN
FRIENDLY

KEY *benefits*

- fights frizz
- prolongs the effect achieved with V-Keraliss

technical REMARKS





SMOOTHER MASK

anti-frizz maintenance

FEATURES

Smoother Mask is the perfect smooth maintenance product with deep action that can nourish, condition and moisturize the hair.

ACTIVE INGREDIENTS

Organic Extract of Hydrolyzed Walnut

HOW to use

Apply to washed and towel-dried hair, massage and leave on for 5 to 10 min. Comb through and rinse thoroughly.

92%
INGREDIENTS
OF NATURAL
ORIGIN

0%
PARABENS
SLES/SLS, EDTA
FREE

4-5
pH
TESTED
VALUE



VEGAN
FRIENDLY



10-250-1000 ml

KEY *benefits*

- nourishes, conditions and moisturizes
- acts in depth
- helps maintain smoothness

technical REMARKS

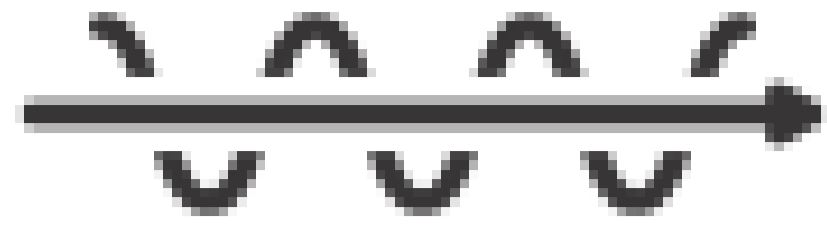




*Vegan
lissage
therapy*

 ROVERHAIR®

ORGANIC HAIRCARE



VEGAN LISSAGE THERAPY

*In-salon services
based on plant keratin*



1. STRAIGHT **perfect straight**

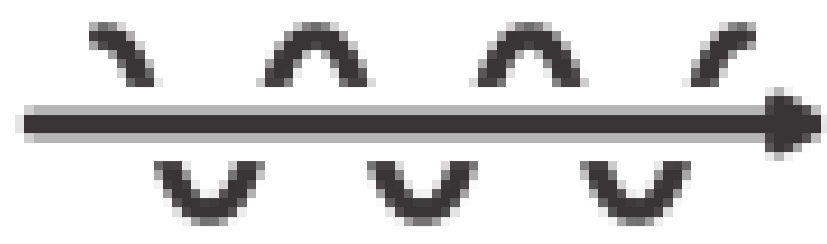
For perfectly straight hair for up to **4-5 months**

1. SMOOTH **natural smooth**

To reduce volume and give discipline for up to **3-4 months**

1. NO FRIZZ **anti-frizzy**

For manageable hair and defined curls for up to **3 months**



SMOOTHER

In-salon services protocol



1. STRAIGHT - perfect straight

Transforms frizzy, untamable curly hair into perfectly smooth and silky hair for **4-5 months**

- Makes hair perfectly disciplined
- Eliminates frizz
- Halves styling time
- Heals fiber and gives shine

APPLICATION

1) Apply **DEEP CLEANSER Pre-Treatment Shampoo** to damp hair, massage and leave on for 5 minutes (8 minutes on coarse hair).

Rinse, towel-dry hair well and blow-dry at 80%.

2) Wearing gloves, pour **V-KERALISS** Smoothing Cream into a bowl. Divide the hair into sections and apply the product with a brush on small locks while maintaining a distance of half an inch from the skin. Massage with fingers and distribute with a comb over lengths and ends.

3) Cover hair with a cap and leave on for the indicated time depending on hair texture:

- 30-40 minutes for natural hair
- 25-30 minutes for colored hair
- 10-20 minutes on highlighted hair

4) Rinse with warm water for a few seconds to remove excess product.

5) Dry the hair with a brush and hair dryer, then spray the lengths and ends with **SEALER PLUS** Sealing Spray and flat iron at a temperature appropriate to the hair type 10 times

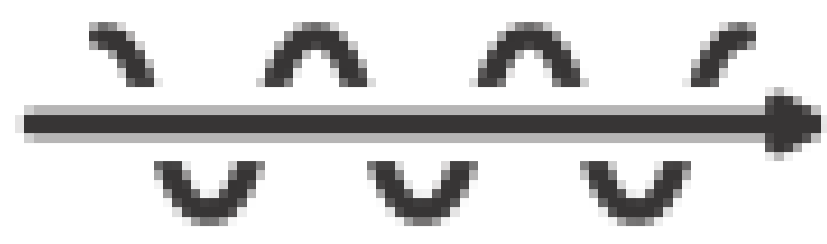
all over the hair, taking small strands (max 0.5 cm).

6) Rinse thoroughly using **SMOOTHER SHAMPOO** and apply **SMOOTHER MASK**. Leave on for 5-10 minutes, then rinse thoroughly.

7) Spray the **SEALER PLUS** and proceed to blow-dry.

DO NOT USE THE PLATE AGAIN

Select the temperature of the straightener according to the condition of the hair. Application of V-Keraliss may slightly alter hair color.



SMOOTHER

In-salon services protocol



2. SMOOTH - natural smooth

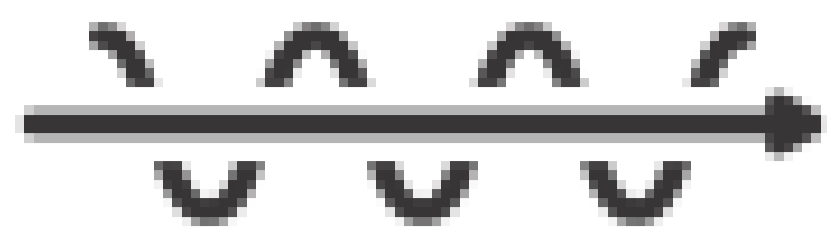
Transforms frizzy, unruly wavy hair into naturally straight hair for **3-4 months**

- Reduces volume and controls shape
- Eliminates frizz
- Makes hair more manageable
- Heals fiber and gives shine

APPLICATION

- 1)** Apply **DEEP CLEANSER Pre-Treatment Shampoo** to damp hair, massage and leave on for 5 minutes. Rinse, towel-dry hair thoroughly.
- 2)** Wearing gloves, pour **V-KERALISS** Smoothing Cream into a bowl and divide hair into sections. Apply the product with a brush on small strands keeping a distance of half an inch from the skin. Massage with fingers and distribute with a comb over lengths and ends.
- 3)** Cover hair with a cap and leave on for the indicated time depending on hair texture:
 - 25-30 minutes for natural hair
 - 20-25 minutes for colored hair
 - 15-20 minutes on highlighted hair
- 4)** Rinse hair well using **SMOOTHER SHAMPOO** with warm water, pat dry and apply **SMOOTHER MASK**. Leave on for 5-10 minutes, then rinse thoroughly.
- 5)** Dry the hair with a brush and blow dryer, then spray the lengths and ends with **SEALER PLUS** Sealing Spray and flat iron at a temperature appropriate to the hair type all over the hair, taking small strands (max 0.5 cm).

Select the temperature of the flat iron according to the condition of the hair. Application of V-Keraliss may slightly alter hair color.



SMOOTHER

In-salon services protocol

NO FRIZZ - anti frizz

Transforms curly and frizzy hair into soft and silky curly hair with controlled volume for **3 months**.

- Eliminates frizz
- Defines curls
- Makes hair more manageable
- Heals fiber and gives shine



APPLICATION

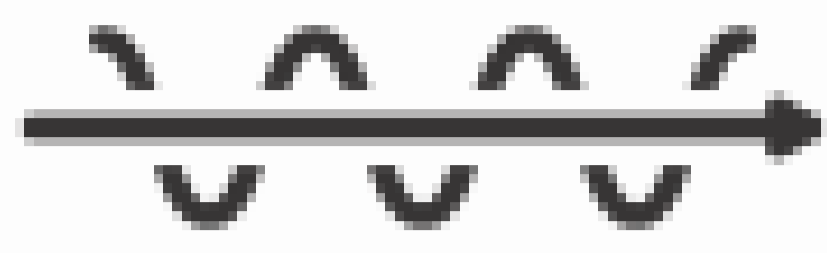
- 1)** Apply **DEEP CLEANSER Pre-Treatment Shampoo** to damp hair, massage and leave on for 5 minutes. Rinse, pat hair dry with a towel.
- 2)** Wearing gloves, pour 30 g of **V-KERALISS** Smoothing Cream into a bowl. Divide the hair into sections and apply the cream with a brush to medium-sized locks (max. 4 cm) keeping a distance of half an inch from the skin. Massage with fingers and distribute with a wide comb over lengths and ends.
- 3)** Cover hair with a cap and leave on:
 - 15 minutes for natural or coarse hair.
 - 10-15 minutes for colored hair
 - 10 minutes on highlighted hair
- 4)** Rinse hair well using **SMOOTHER SHAMPOO** with warm water, pat dry and apply **SMOOTHER MASK**. Leave on for 5-10 minutes, then rinse thoroughly.
- 5)** Towel-dry hair well, spray the lengths and ends with **SEALER PLUS** sealing spray and perform the desired styling.



AUDIOTutorial



VIDEOTutorial



SMOOTHER TIPS & TRICKS



LAMINOIR

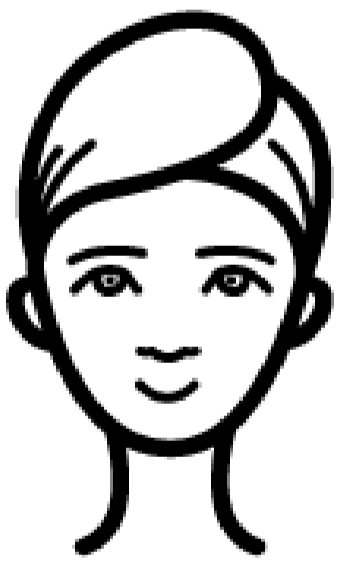
is the technical service currently most requested by clients, for soft, shiny hair for up to **4 weeks**

The laminating mixture, activated by heat, forms a protective layer on each strand, sealing the cuticles.

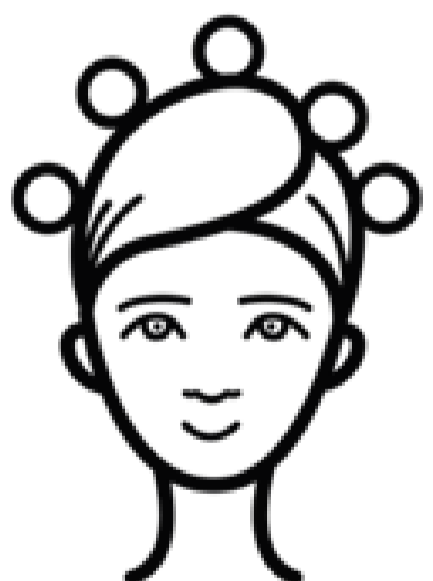
LAMINOIR protects the hair for a long time from the inevitable moisture loss caused by exposure to environmental factors.



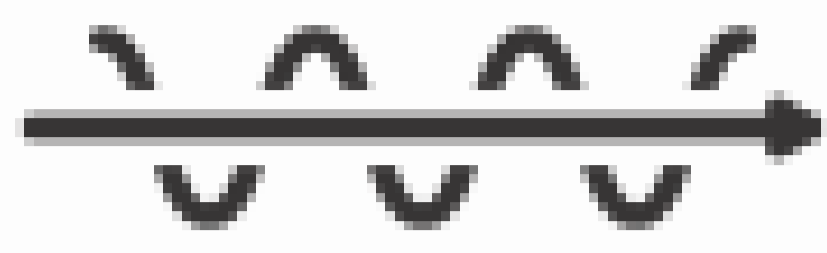
1 - Wet the hair very well and apply
DEEP CLEANSER SHAMPOO



2 - Blot hair well and remove 50% moisture by helping with hair
dryer;



3 - Divide the hair into 4 sections;



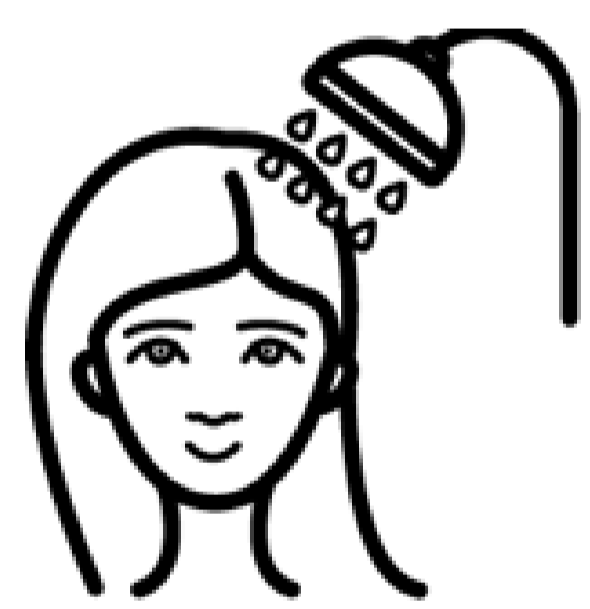
SMOOTHER TIPS & TRICKS



- 4 - Apply on 2-3 cm locks the **LAMINATING MIXTURE 1** prepared with:
 - 30 ml of **V-KERALISS**
 - 10 ml of **SMOOTHER MASK**
 - 4 ml of **SOMNIUM ICONIC SERUM**



Cover the hair with a cap or cling film and leave on for 15 minutes;



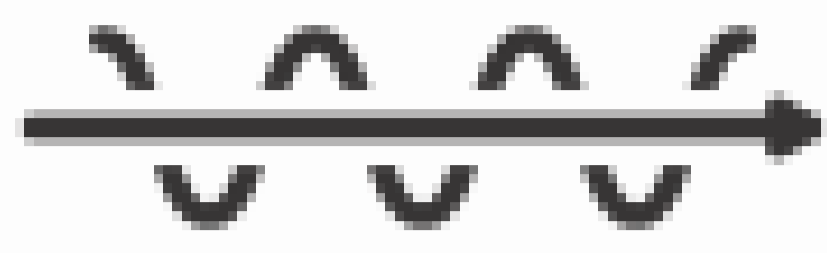
5 - After the setting time, rinse quickly to remove excess product



6 - Apply an intensive mask prepared by mixing in a bowl:
10ml of **SMOOTHER MASK** +
2ml of **SOMNIUM ICONIC SERUM**



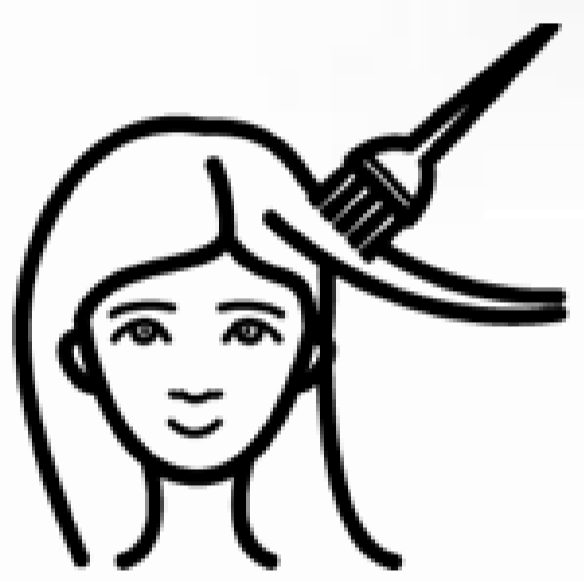
Leave on for 5 minutes



SMOOTHER TIPS & TRICKS



7 - Rinse completely;



8 - After towel-drying the hair, apply 2 ml of **SOMNIUM ICONIC SERUM** distributing it over the hair with your hands. Comb through with a wide-tooth comb.



9 - Proceed with drying using a round brush, avoiding bringing the hair dryer too close to the hair, drying it completely.

10 - Divide the hair into 4 sections make up to 5 passes with the flat iron (T max 190°-220°C), selecting 2/3 cm strands.



Select the temperature of the flat iron according to the condition of the hair.

11 - Complete the treatment by applying **SOMNIUM ICONIC SERUM** to lengths and ends.

Maintenance at home:

SMOOTHER SHAMPOO and **SMOOTHER MASK**.



