



*vegan
lissage
therapy*

 ROVERHAIR®

ORGANIC HAIRCARE





~~FRIZZY~~ *rebel*
**AND DIFFICULT
TO MANAGE?**

Whether **straight, curly, wavy, short or long**, any type of hair can be affected by frizz. Aggressive treatments, hair dryer and straightener use, weathering and poor moisturizing are among the main causes of frizzy, unruly hair.

We have the solution.



SMOOTHER

The new **vegan professional straightening line** based on vegetable keratin with **triple modulating and progressive action**, dedicated to frizzy and untamable hair.

perfect smooth.





 **PETA APPROVED**
Vegan | Global Animal Test Policy

Triple MODULABLE AND PROGRESSIVE ACTION



V-Keraliss is a multifunctional technical product based on vegetable keratin.

Its cream allows to modulate the final effect offering a **customized service** according to the needs: perfect smooth, natural or anti-frizz.

This product designed and dedicated to frizzy and indomitable hair, both natural and treated, makes the hair **docile to drying** and easily manageable even at home.

Goodbye straw effect,
welcome shiny hair!

STRAIGHT

Perfect smooth
for hair
perfectly straight
up to 4-5 months

SMOOTH

Natural smooth
to reduce volume
and give discipline
up to 3-4 months

NO FRIZZ

Anti-frizz
for manageable hair
and defined curls
up to 3 months



FORMULATION TECHNOLOGY





MIRROR *effect*

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

Its phytocomplex of Verbascum flowers is able to increase the **MIRROR effect** of brightening hair, making it shinier and brighter.

Its action is based on bio-luminescence that can reduce the generation of UV-induced rays by acting as a **powerful antagonist of photo-oxidative stress** (in vitro test -17% to 59%)

reason why

REASONS TO CHOOSE IT

1. Performing **vegan formula**
2. **Triple action** modulable and progressive
3. Guarantees **mirror-effect** hair
4. Ensures **short drying time**
5. Does **not contain formaldehyde**
6. Without deconstructing chemical ingredients
7. Made in our **Italian laboratories** with passion



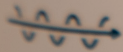
before



after



ROVERHAIR[®]
ORGANIC HAIRCARE



SMOOTHER
SEALANT PLUS

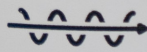
vegan lissage therapy

WITH VEGETABLE KERATIN,
HYDROLYZED VERBASCUM
THAPSUS FLOWER AND
HYALURONIC ACID

pH 3.5

PROTECTIVE SPRAY

ROVERHAIR[®]
ORGANIC HAIRCARE



SMOOTHER
V-KERALISS

vegan lissage therapy

WITH VEGETABLE KERATIN,
HYDROLYZED VERBASCUM
THAPSUS FLOWER AND
HYALURONIC ACID

STRAIGHT + SMOOTH + NO FRIZZ

ACTIVE INGREDIENTS

GLYOXYLIC 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 resistant

HYALURONIC ACID

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

HYDROLYZED VERBASCUM THAPSUS FLOWER

ENHANCES THE MIRROR EFFECT (MIRROR EFFECT)
emphasizing the brightness of the hair making it shinier and brighter.



HOW IT WORKS ON THE HAIR

Initial phase

Untreated hair



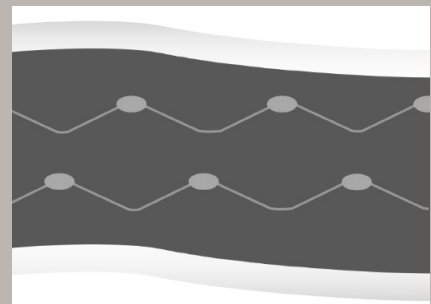
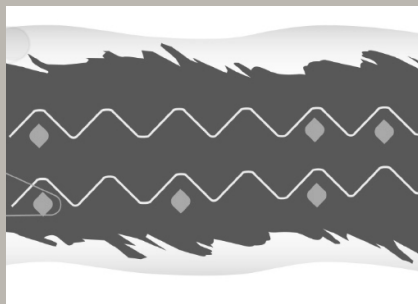
V-Keraliss

Modular and progressive action



Sealer Plus

Sealing and protective action for long-lasting results

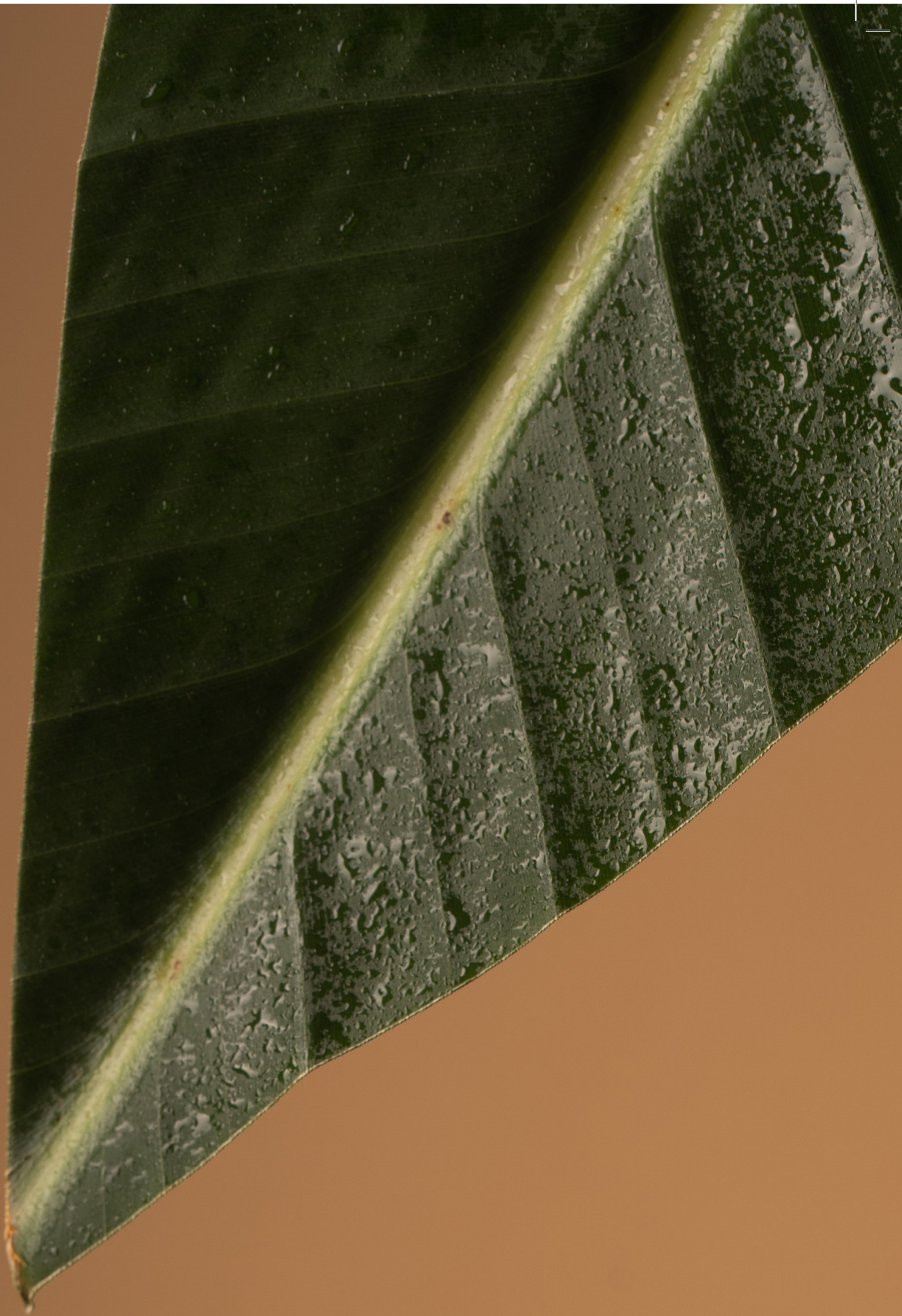




**MADE IN OUR
LABORATORIES
WITH**
passion

ROVERHAIR®

ORGANIC HAIRCARE





*vegan
lissage
therapy*

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SMOOTHER
SHAMPOO

87%

INGREDIENTS OF NATURAL ORIGIN
VEGETABLE KERATIN, HYDROLYZED
VERBASCUM THAPSUS FLOWER AND
HYALURONIC ACID

pH 4.5 - 5.5

ANTI-FRIZZ MAINTENANCE



ROVERHAIR[®]
ORGANIC HAIRCARE



SMOOTHER
SHAMPOO

87%

INGREDIENTS OF NATURAL ORIGIN
VEGAN SULPHATE FREE FORMULA
VEGETABLE KERATIN, HYDROLYZED
VERBASCUM THAPSUS FLOWER
& HYALURONIC ACID

pH 4.5 - 5.5

ANTI-FRIZZ MAINTENANCE



V-KERALISS



WITH VEGETABLE KERATIN,
HYDROLYZED VERBASCUM
THAPSUS FLOWER AND
HYALURONIC ACID

STRAIGHT + SMOOTH + NO FRIZZ

V-Keraliss is a multifunctional technical product 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



SEALER PLUS



WITH VEGETABLE KERATIN,
HYDROLYZED VERBASCUM
THAPSUS FLOWER AND
HYALURONIC ACID

pH 3.5

PROTECTIVE SPRAY

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



SHAMPOO

87%

INGREDIENTS OF NATURAL ORIGIN
VEGAN SULPHATE FREE FORMULA
VEGETABLE KERATIN, HYDROLYZED
VERBASCUM THAPSUS FLOWER
& HYALURONIC ACID

pH 4.5 - 5.5

ANTI-FRIZZ MAINTENANCE

Maintenance shampoo anti-frizz effect with progressive action that is able to amplify and prolong the effect obtained with V-Keraliss.



MASK

95%

INGREDIENTS OF NATURAL ORIGIN
VEGAN MINERAL OIL FREE FORMULA
VEGETABLE KERATIN, HYDROLYZED
VERBASCUM THAPSUS FLOWER &
HYALURONIC ACID

pH 3.5 - 4.5

ANTI-FRIZZ MAINTENANCE

Smoother Mask is the deep action perfectly smooth maintenance product, capable of nourishing, conditioning and moisturizing hair.



400 ML

150 ML

10-250-1000 ML

10-250-1000 ML

salon

SERVICES BASED ON VEGETABLE KERATIN

1

STRAIGHT

Perfect smooth
for hair
perfectly straight
up to 4-5 months

2

SMOOTH

Natural smooth
to reduce volume
and give discipline
up to 3-4 months

3

NO FRIZZ

Anti-frizz
for manageable hair
and defined curls
up to 3 months



TAILOR
MADE FOR
SALONS



ROVERHAIR
ORGANIC HAIR CARE



SMOOTHER
V-KERALISS

vegan leave-in therapy

WITH VEGETABLE KERATIN,
HYDROLYZED VERBASCUM,
THAPSUS FLOWER AND
HYALURONIC ACID

STRAIGHT + SMOOTH + NO FRIZZ



STRAIGHT

perfect smooth.

Transforms frizzy and 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

HOW TO USE

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 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:
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 blow 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 throughout 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 on SEALER PLUS and proceed to blow-dry.

DO NOT GO OVER THE FLAT IRON AGAIN.



Select the temperature of the straightener according to the condition of the hair. The application of V-KERALISS smoothing cream may slightly alter the color of the hair.

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

HOW TO USE

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 straightener according to the condition of the hair. The application of V-KERALISS smoothing cream may slightly alter the color of the hair.





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

HOW TO USE

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) maintaining 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 for 15 minutes for natural or thick 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) Blot hair well, spray the lengths and ends with SEALER + sealing spray and perform the desired styling.



AUDIOTutorial

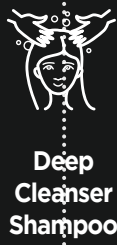


VIDEOTutorial

230



STRAIGHT



80%

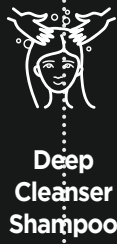


Sealer
Plus

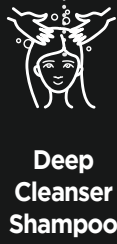
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SMOOTH



NO FRIZZ





SMOOTHER

vegan lissage therapy



capelli con meches
highlighted hair

capelli colorati
colored hair

capelli naturali
natural hair

Capelli medi / *Medium hair*

Capelli grossi / *Thick hair*



V-Keraliss

10/15 min

180° C

25 min

200° C

30 min

230° C

V-Keraliss

20 min

180°/ 200° C *

30 min

220° C

40 min

230° C



Sealer Plus

V-Keraliss

10/15 min

160°/180° C *

20 min

180°/220° C *

25 min

180°/220° C *

V-Keraliss

20 min

180°/200° C *

25 min

200°/220° C *

30 min

180°/230° C *



Sealer Plus

V-Keraliss

10 min

10 min con calore / under heat source

15 min con calore / under heat source

V-Keraliss

10 min

15 min con calore / under heat source

15 min con calore / under heat source



Sealer Plus



Vitalfarco S.r.l.
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