

SELECTIVE®
PROFESSIONAL



REVERSO

.REVERSO®
HAIR COLOR



The energy of nature concentrated in a tube



SUPERFOOD BLEND



THE NEW PLANT-EXTRACT,
SUPER-NOURISHING COLOR
OF SELECTIVE PROFESSIONAL

REVERSO[®] HAIR COLOR



The other side of the color



DON'T CALL IT JUST COLOR

REVERSO is the new color

developed by Selective Professional laboratories in Italy,
enriched with a mix of latest-generation pigments and a blend
of concentrated plant-extracts, super-nourishing for the hair.



AMMONIA and PPD FREE

The absence of ammonia offers an extraordinary & sensory experience
to both the hair dresser and the customer.

10 FAMILIES, 48 NUANCES

NATURALI

**DORATI
ULTRA BLOND**

FANTASIA

**ROSSI
RAMATI
MOGANO
VIOLA**

**BEIGE
CENERE**

SELECTIVE
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SUPER-CONCENTRATED NOURISHMENT FOR TOP-QUALITY COLOR

REVERSO guarantees 100% coverage of white or grey hair, in full respect of the hair fibre.

An intense, bright color for soft, silky and extremely glossy hair.

The innovative formula maximises the result of the color, protects the hair and leaves it looking visibly healthier from the first application, thanks to the extremely high concentration of antioxidants, vitamins and minerals contained in the SUPERFOOD BLEND.



- + 100% COVERAGE AND EXCELLENT SHINE
- + EXTREME DELICACY AND DEEP NOURISHMENT

HEALTHIER AND SOFTER COLORED HAIR

THE SUPERFOOD BLEND

An exclusive blend of cold-pressed fresh Superfood extracts, extremely rich in nutrients, designed to intensify the cosmetic benefits of the color treatment and nourish the hair in depth.

COLOR AND NOURISHMENT

SUPERFOOD BLEND



Each family is distinguished by an additional mix of plant-extracts, specifically selected to enhance the color result.



NATURALS

SUPERFOOD BLEND + AVOCADO

Rich in calcium, potassium, vitamin A and E and with extreme hydrating properties, avocado helps maintain the hair elasticity, reducing ageing of the hair shaft.

REVERA



BEIGE • ASH

SUPERFOOD BLEND + ZENZERO / BANANA MIX



Rich in vitamins A, B and C and trace elements, banana has re-mineralising and restructuring properties, while ginger, rich in antioxidants, has stimulating and anti-ageing properties.

REVERZU



GOLDEN • ULTRA BLOND

SUPERFOOD BLEND + ORANGE/TURMERIC MIX



Rich in vitamin C and alpha and beta hydroxy acids, orange protects the hair, renews cells and gives a sensation of freshness. Turmeric, also rich in vitamin C and antioxidants, strengthens hair and leaves it feeling softer.

REVERSO



RED • COPPER • MAHOGANY • VIOLET

SUPERFOOD BLEND + CARROT/RED FRUITS MIX



Rich in minerals, vitamins B and C and antioxidants, carrot fortifies the hair structure, keeping it healthy and full of body. Thanks to a blend of antioxidants, red fruits stimulate microcirculation and help oxygenate cells, nourishing hair in depth.

REVERZU



FANTASIA

SUPERFOOD BLEND + APPLE/SWEET CHILI PEPPER MIX



Thanks to its excellent hydrating properties, apple is an authentic elixir for glossy hair, whilst sweet chilli peppers, rich in vitamins and antioxidants, favour the hair oxygenation.

REVIVE



REVERSO OXY - REVEALER

An oxidizing emulsion enriched with an exclusive blend of fresh superfood extracts. Specifically developed to guarantee the best results in synergy with REVERSO HAIR COLOR.



DIRECTIONS FOR USE

PERMANENT Color

Mix: 1:1
1:2 *with ULTRABLOND*
Resting time: 30 min
45 min *with ULTRABLOND*

SEMI-PERMANENT Color

Mix: 1:2
Resting time: 20 min
30 min *for greater intensity and better coverage*

CHOICE OF OXIDANT:

Volumes (%) Purpose

3 dots	REVEALER	SEMI-PERMANENT tone-on-tone color
1 dot	10 (3%)	TONE ON TONE - Darker color - Bleaching 0-1 shade
2 dots	20 (6%)	COVERING WHITE HAIR - Darker color - Bleaching 1-2 shades
3 dots	30 (9%)	COVERING WHITE HAIR - Bleaching 2-3 shades
4 dots	40 (12%)	BLEACHING 4 SHADES with REVERSO BLOND



FOR HAIR THAT IS PARTICULARLY
DIFFICULT TO TREAT, WE RECOMMEND PROLONGING
RESTING TIME TO UP TO 45 MINUTES





SELECTIVE PROFESSIONAL
HAIR CREAM COLOR .REVIRGO
SUPERFOOD BLEND

REVERSO[®] HAIR COLOR CHART



SUPERFOOD BLEND



NATURALI NATURAL

1.0



2.0



3.0



4.0



5.0



6.0



7.0



8.0



9.0



10.0



CENERE ASH

1.1



7.1



8.1



9.1



10.1



BEIGE BEIGE

7.2



9.2



10.2



DORATI GOLDEN

6.3



7.3



8.3



9.3



6.34



7.34



ROSSI RED

5.66



6.66



7.66



MOGANO MAHOGANY

5.5



VIOLETTI VIOLET

6.7



FANTASIA FANTASIA

3.71



5.06



5.05



5.51



6.05



6.35



7.13



7.31



NEW



7.51



8.13



8.31



8.27



9.13



9.17



1000



1001



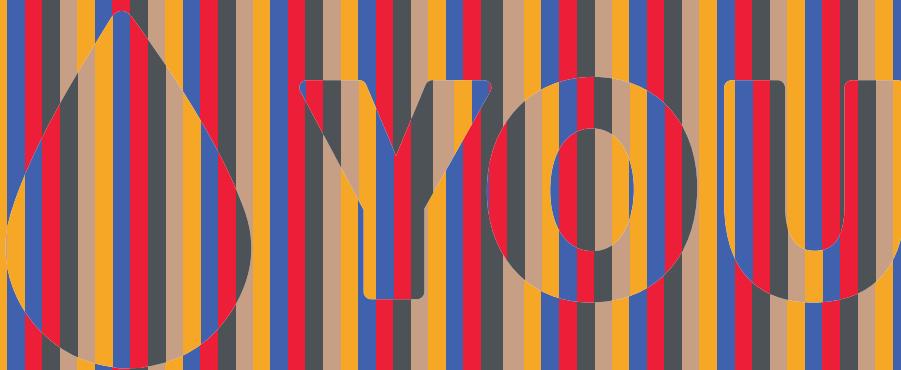
SUPERSCHIARENTE ULTRA BLOND SUPER LIGHTNER ULTRA BLOND



PREVIEW

Tricobiotics S.p.A. Italy

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