

REVER20

SELECTIVE[®]
PROFESSIONAL

REVER20[®]
HAIR COLOR

The energy of nature concentrated in a tube



SUPERFOOD BLEND



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



REVER20[®] 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





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.

OSKREAVY.



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.

OSKREAY.
REVIEWS



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.

REVERA.



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.

REVEAL



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.

REVEAL



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

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



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



.REVER20[®] 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
GNERE 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	RAMATI COPPER 6.4	7.4	8.4	
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	SUPERSCHIARENTI ULTRA BLOND SUPER LIGHTNER ULTRA BLOND 1000	1001	
		NEW		NEW					



REVENGO

Tricobiotos S.p.A. Italy

SELECTIVE[®]
PROFESSIONAL



LOVE YOU

selectiveprofessional.com