

SELECTIVE[®]
PROFESSIONAL

REVERZO

REVERZO[®]
HAIR COLOR



The energy of nature concentrated in a tube

SUPERFOOD BLEND



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





1500 ml
1250
1000

SELECTION FOR PROFESSIONALS
HAIR CREAM COLOR
REVERZO

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SUPERFOOD BLEND



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.

REVEAL TV



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.

REVEAL 20
-REVEAL 20



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.

REVERO



SilentMixx

REVERO
SUPERFOOD BLEND

SELECTIVE
PROFESSIONAL

REDCOPPERMAHOGANYMOLET

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.

REVENA™



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



1500 ml
1250
1000

SELECTIVE PROFESSIONAL
HAIR CREAM COLOR
REVERSO

SELECTIVE PROFESSIONAL
HAIR CREAM COLOR
SUPERFOOD BLEND
REVERSO



REVERSO HAIR COLOR CHART



SUPERFOOD BLEND



NATURA NATURAL	2.0	3.0	4.0	5.0	6.0	7.0	8.0	9.0	10.0
1.0									
CENERE									
1.1	7.1	8.1	9.1	10.1	BEIGE	7.2	9.2	10.2	
DORA GOLDEN									
6.3	7.3	8.3	9.3	6.34	7.34	RAMATI COPPER	6.4	7.4	8.4
ROS RE									
5.66	6.66	7.66	MOSKI MADON	5.5	VOLETTE	6.7			
FANTASIA									
3.71	5.06	5.05	5.51	6.05	6.35	7.13	7.31		
NEW						NEW			
7.51	8.13	8.31	8.27	9.13	9.17	SUPERSCHIARENTI ULTRA BLOND	1000	1001	SUPER LIGHTNER ULTRA BLOND
		NEW		NEW					



REVENSO

Tricobiotos S.p.A. Italy

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LOVE YOU

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