



ROVI

ABOUT US

MEET VICKY MAXIME OUR FOUNDER

As an up-and-coming lash artist, I wanted to give my clients the very best. A huge part of that meant finding high quality, environmentally conscious as possible products that would make them feel amazing; with lashes that looked natural and tools that have me the ability to enrich their beauty.

I started looking for a product line that was artistically inspiring and a brand that stood for something. But the more I searched, the more I realized that what I was looking for did not yet exist. It was disappointing but at the same time, extremely motivating because I knew there was an opportunity to start a new journey.

I wanted to create a beauty brand and lash line that would stand out and become a lifestyle that honored the ideal of empowering beauty.. By embracing diversity.

I also wanted to provide training and education that brought unmatched value to lash artists to continuously master their craft and create successful, long-lasting careers in the industry. And after years of research and development, Rovi was born.

Here we are today, Rovi is a brand that professionals know and trust. By providing the tools you need to follow your entrepreneurial dreams. Empowering thousands of woman every year to take control of their professional lives and achieve their dreams.

In the end, this is what brings me the most joy; to help others achieve their goals and love what they do.

ROVI FAMILY

BECOME A PART OF OUR PASSIONATE ROVI FAMILY AND GET TO KNOW OUR PROFESSIONAL ASSORTMENT OF EYELASH PRODUCTS. OUR QUALITATIVE TRAININGS AND FANTASTIC BEAUTY CONCEPT WITH STRONG RETURN ON INVESTMENT WILL SUPRISE YOU!



LASH EXTENSIONS

Rovi has handmade silk quality eyelash extensions, considered to be the best quality for lashes as they are light, airy and give the most natural look. Rovi makes sure that all lashes are designed according to the most advanced production techniques and latest beauty trends. Therefore we provide multiple lash types available in several lengths, curls and thicknesses for use with one by one or multi pickup volume techniques. All our lash products are EU & worldwide proof as they are registered in the Cosmetic Products Notifications Portal.



LASH CREATIONS

Rovi offers a wide range of silk eyelash extensions as they are considered being the best quality on the market. They are handmade, feather light and don't damage the natural lashes. We have all kinds of varieties to use for the one by one technique as well as the Russian volume technique. Of course we also offer a complete supplementary range of lashes accessories, retail and aftercare products. All products are EU proof as they are registered with the Cosmetic Products Notification Portal.

- Flexible Very light weight
- Super soft to touch feather texture
- Pre-aligned and packed on strips designed to save time
- Easy to pick, remove and apply



ONE BY ONE LASH EXTENSIONS

Our classic lashes are a dream when creating a lash look. These classic lashes can be described as the extension type that started it all. These traditional classic lash extensions are used for clients who already have lots of lashes but want to add more length and/or more curl. They give the most natural look as result.

VOLUME PRO MADE LASH EXTENSIONS

The Rovi volume Pro made lashes are pre-fanned extensions that create a more glamorous and dramatic volume effect. This is without having to execute the advanced multi pick-up technique, otherwise known as Russian Volume or Mega Volume. As Rovi manufactured these in a thickness of 0,07 mm and a minimum of glue, they feel comfortable, feather light to wear and don't harm the natural lashes.

VOLUME LASH EXTENSIONS

Light and airy, these lashes are great for fans. They make it possible to create any desired amount of volume. We therefore also speak about volume techniques. Of course there are always the limitations of the natural eyelash, which must also be taken into account. In function of the desirable volume look it takes around 1.5 hours up to 3 hours to apply a very dramatic voluminous look. This technique is based on creating handmade fans of several loose lashes that are glued on to one natural lash. The result is very glamorous and the styling possibilities are enormous, this is why this lash technique is so loved. To avoid damage to the natural lash, volume techniques demand super light and super fine extensions.

Our traditional volume lash extensions are made in silk because its lightweight and fine structure is ideal to use for voluminous lash sets with a beautiful fluffy effect. They can create any volume desired. Because of their black glossy color they give an instant black mascara look.

ACCESSORIES

Rovi offers a wide range of high-quality accessories developed with the greatest attention to detail to speed up lash treatments. All products are registered in CPNP (Cosmetic Products Notification Portal) and are EU and worldwide conform.

GEL REMOVER

The Gel Remover is developed with the latest technology and is very effective to remove eyelash extensions and semi-permanent mascara without damaging the natural lashes. The removal works most efficiently when paired with our Micro brushes.

PRIMER

Perfect for priming and disinfecting lashes before application. It is designed to remove residual cosmetics and natural oils for maximum adhesive bonding.

LASH GLUE

Meant for lash pros who want quality and consistency. With its low fumes, strong hold and fast dry times, our lash adhesive stands out from the crowd. This glue is definitely the most important ingredient for a best performance and profitable treatment. The right glue will speed up the application process and make the lashes last for a longer amount of time.

Important facts: Fast drying time (1-2 seconds)
Last between 3-6 weeks
Shelf life and durability up to 6 months if fresh and dry storage is respected
Shake well before use (about 30-60 seconds)
Clean nozzle using a tissue before closing the cap



CLEANSING FOAM

Rovi cleansing foam gentle yet pleasantly citrusy, has an unique formula that effectively removes eyes make-up and is also used to help treat and prevent blepharitis. Great aftercare retail product sold as an aftercare proper cleansing solution to help your clients maintain their beautiful new eyelash extensions.

Cleansing of the lashes before and after the treatment is essential in preventing eye conditions that can occur when bacteria or PH levels are out of balance. The Rovi cleansing foam is an absolute must have product for all lash artists and lash extension lovers to maintain eye hygiene and health. Can be safely used every day on lashes with or without extensions.

- CPNP REGISTERED
- CRUELTY FREE
- VEGAN
- OIL FREE



JADE STONE

The Rovi jade stone keeps glue and semi-permanent mascara at a consistent temperature throughout the eyelash extension application, preventing them from curing too quickly and ensuring a clean bond



MICRO PORE TAPE

Our super soft micro pore tape is a must have accessory to protect the under lashes during lash treatments. It's kind to the eyes, the soft texture does not hurt when taking off and doesn't damage the lashes. It holds strong on the skin yet does not stick. The tape can be used to separate the upper and lower eye lashes or to support falling eyelids. This is suitable for lash treatments such as eyelash extensions, semi-permanent mascara and eyelash lifting.



GLUE RINGS

The glue ring is an ingenious tool, designed to hold the adhesive at your finger. Holding the glue in this position makes it easier to dip the eyelash extensions into the glue. They are ideal to use as they save you from having to bend or stretch over every time you want to dip the eyelash extension into the glue. It will not only speed up the application process. It also lessens repetitive movements that tire and are bad for the back. These rings can also be used during the lash lift treatment.



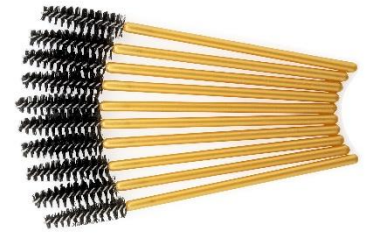
EYE GEL PATCHES

Instead of the Rovi micro pore tape, the eye gel patches can also be used to tape away the lower lashes during a lash treatment. Each sachet is hygienically sealed with 2 patches for individual use. The patches contain collagen as a little extra for the client as it feels more comfortable than tape and brightens up the skin under the eye. Collagen reduces dark circles, puffiness and nourishes the skin. Suitable for lash treatments such as eyelash extensions, semi-permanent mascara and eyelash lifting.



MASCARA BRUSH

Mascara brushes are fundamental for lash extension treatments because they are designed to align and straighten lashes during the application and preparation. Because they don't damage the natural lashes nor the extensions it's a perfect tool for brushing them. As all lashes need to be brushed while wearing a lash extension set, this tool has to be given to the client after the treatment to maintain the extensions between the refills. They are versatile in use as they are also great for grooming brows during semi-permanent make-up treatments and can be used to apply semi-permanent mascara. Also available as lash wand to keep the brush clean and ideal for on the go.



CLEANSING BRUSH

This cleansing brush offers a super gentle yet effective way to clean the lashes and eye area before and after an eyelash extension application. Safe for use on eyelash extensions, the brush is an ideal at-home aftercare product for clients to maintain their lashes and the perfect companion for our matching Rovi cleansing foam.



MICRO BRUSHES

Micro brushes are special small applicators to use during several treatments that Rovi offers. The micro brushes can hold and maintain all kind of liquids as it is made in a special fiber free material. This makes it possible to save amounts of product and to reduce treatment costs. Our micro brushes are pleasant to touch, comfortable to use and leave no fibers. Suitable and handy to use during lash treatments such as eyelash extensions, semi-permanent mascara and eyelash lifting



LIPGLOSS APPLICATOR

The Rovi mousse applicators are made from lint-free fibers, making them perfect for eliminating drips of liquids such as glue and primer while lashing. Also ideal for removing Henna tint when applying too much Henna.



TWEEZER

All of our Rovi tweezers have been hand-crafted to ensure high-quality design, precise alignment and comfortable grip.

ONE BY ONE BENDED

Our one by one bended pick-up tweezer is in a high quality Japanese stainless steel so it is very light weight. The slightly bended front is ideal for picking up lashes one by one. It has a soft tension to lessen muscle fatigue. Great for all applications.



ONE BY ONE STRAIGHT

Our one by one straight tweezer is straight in shape and therefore designed specifically for isolating and separating the natural lashes during a lash treatment. It has a soft tension to lessen muscle fatigue.



PRO HOOKED

This is our most versatile tweezer, it's improved design makes it great for all lashing methods! It has a fantastic grip because of the anti-slip grooves and it's soft tension lessens muscle fatigue. A great fanning sensation and a great Classic lashing option.



MARKETING MATERIAL

Rovi provides an attractive promo kit containing unique assets for digital and print usage. Lovely promoting material for online (websites, Facebook, Instagram etc.), posters, postcards, loyalty cards, a catalog and training certificates are all part of a well thought-out marketing strategy concept.

Dare to be different
create your own brand with
your name on it,
I did
XC'



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