

tbh

true  
beautiful  
honest

Schwarzkopf  
PROFESSIONAL

technical  
manual



*Together. A passion for hair.®*

# tbh

true  
beautiful  
honest

Multidimensional  
color that elevates  
the hair's natural  
highs & lows

**100 %** vegan formula\*

Up to **93 %** naturally-derived ingredients\*\*

Up to **50 %** less ammonia\*\*\*

**0 %** PTD/PPD\*\*\*\*

\* Free from animal-derived ingredients

\*\* Depending on the respective product; calculation includes up to 65% water content respectively

\*\*\* vs. IGORA ROYAL®

\*\*\*\* In case of a known allergy to hair dyes a pre-test with the product at the dermatologist is necessary





# t true to you

**Multidimensional color** that interacts with the hair's existing highs and lows, for a unique tone that's personal to your client.

## What is multidimensional color?

Natural hair color is characterized by lighter and darker strands of hair. tbh – true beautiful honest shades embrace the natural highs and lows and enhances the color, providing unique, natural-looking results with multidimensional coverage. tbh – true beautiful honest provides a natural shine with a healthy glow.

## What does multidimensional color look like?

To visualize the difference between traditional uniform coverage and multidimensional coverage, you can think of...

### EMBRACE THE BASE

*Rather than hiding the existing base, multidimensional coverage enhances it – giving each person a unique result that's personal to them.*



#### Natural

*Contrasts in wood grain*



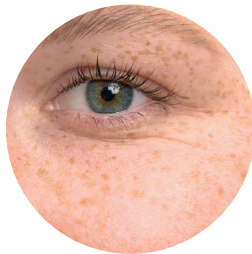
#### Paint

*Traditional opaque coverage*



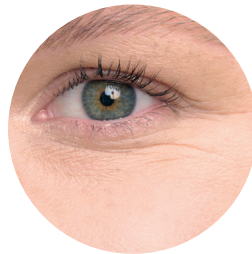
#### Stain

*Multidimensional coverage*



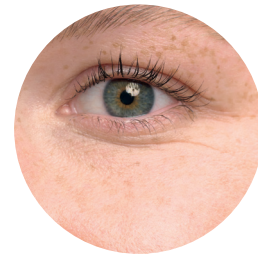
#### Natural

*Freckles on skin*



#### Foundation

*Traditional opaque coverage*



#### BB Cream

*Multidimensional coverage*



#### Natural

*Tint on lips*



#### Lipstick

*Traditional opaque coverage*



#### Lip Gloss

*Multidimensional coverage*

# b beautiful natural- looking results

---

**Our uniquely-crafted mixes** of hair color dyes provide shimmering, powdery tones and a natural healthy glow.



# honest formulation

100 % vegan formula\*  
Up to 93 % naturally derived ingredients\*\*  
Up to 50 % less ammonia\*\*\*  
0 % PTD/PPD\*\*\*\*

**tbh – true beautiful honest** is complemented by additional performance drivers to help achieve multidimensional color results, without compromise. The additional caring ingredients help offer a high level of care for your clients.



### GRAPE SEED OIL

*(Vitis Vinifera Seed Oil)*  
Grape Seed Oil leaves the hair with a natural touch of shine.



### ARGAN OIL

*(Argania spinosa Kernel Oil)*  
Natural oil, widely used in skin care, that enhances the hair softness while adding shine.



### MACADAMIA OIL

*(Macadamia Ternifolia Seed Oil)*  
Natural oil, known for its caring properties, and helps boost the hair's shine.



### 50 % LESS AMMONIA

*(Ammonium Hydroxide)*  
Up to 50% less ammonia\*\*\* for preserving hair integrity.



### HAIR COLOR DYES

*(2-Methoxymethyl-p-Phenylenediamine etc.\*\*\*\*\*)*  
Crafted together for powdery nuances, they include a specific color dye (HEP+) known to help reduce the risk of developing allergies.\*\*\*\*\*

\* Free from animal-derived ingredients

\*\* Depending on the respective product; calculation includes up to 65% water content respectively

\*\*\* vs. IGORA ROYAL®

\*\*\*\* In case of a known allergy to hair dyes a pre-test with the product at the dermatologist is necessary

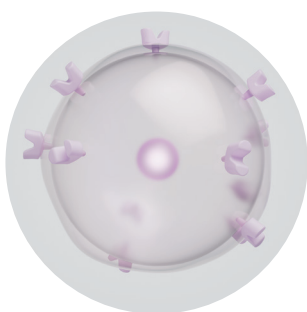
\*\*\*\*\* Resorcinol, 2,7-Naphthalenediol, 2-Methylresorcinol, 2-Amino-3-Hydroxypyridine, 2,4-Diaminophenoxyethanol HCl, 2-Amino-6-Chloro-4-Nitrophenol, 1-Hydroxyethyl 4,5-Diamino Pyrazole Sulfate, 5-Amino-6-Chloro-o-Cresol, 1,3-Bis-(2,4-diaminophenoxy) Propane HCl, 4-Chlororesorcinol, 2,6-Dihydroxyethylaminotoluene, 1,5-Naphthalenediol

\*\*\*\*\* Although the risk of developing a new allergy is reduced, there remains a risk of an allergic reaction that can be severe. Always perform an Allergy Alert Test 48h before each coloration. If your client has ever experienced a reaction after coloring the hair, you must not color. Strictly follow the safety instructions and consult [www.schwarzkopf-professionalusa.com](http://www.schwarzkopf-professionalusa.com)

# crafted dyes

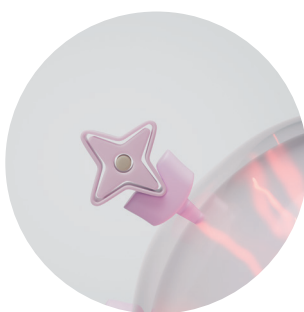
---

Our dyes are crafted to create subtle, shimmering powdery nuances. They have been specifically selected for their lower allergic risk. The HEP+ dye molecule in the formula helps reduce the risk of developing allergies in individuals who are not already allergic to hair colorants. If your client has ever experienced an allergic reaction to hair colorants, especially PDT/PPD, you should not color.



**T-CELLS**

T-cells protect us by checking all foreign substances entering our body. Their receptors are responsible for activating a response from the immune system.



**PTD/PPD MOLECULES**

Sometimes harmless PPD or PTD dye molecules can fit into the t-cell receptor and initiate an immune response, which can lead to allergy.



**HEP+ MOLECULE**

Due to its modified shape the HEP+ molecule fits poorly in the t-cell receptor, which decreases the risk of an immune response and subsequent allergy.\*\*\*\*\*



# sustainable impact

By choosing **tbh – true beautiful honest**, you are contributing to a positive impact on the planet. We are PETA-approved, have vegan formulas, and use recycled materials, and Social Plastic in our product packaging.



## PETA-APPROVED

### PETA's GLOBAL ANIMAL TEST-FREE

Global Animal Test-Free recognizes brands that have verified that they and their suppliers do not conduct, commission, pay for, or allow any tests on animals for their ingredients, formulations, or finished products anywhere in the world and that they will never do so in the future.

## WHAT IS SOCIAL PLASTIC/PLASTIC BANK?

*Plastic Bank is a social enterprise which works to reduce plastic waste in nature, while at the same time offering new opportunities to people who live in poverty. tbh – true beautiful honest sources its Social Plastic from Indonesia.*



## VEGAN FORMULAS\*

### VEGAN WITHOUT COMPROMISE

We specifically selected ingredients that are not derived from animals, while ensuring no compromise on the formula performance.

\* Free from animal-derived ingredients



## SUSTAINABLE PACKAGING

### FOR A BEAUTIFUL PLANET

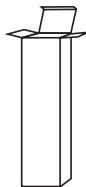
tbh – true beautiful honest aims to contribute to a beautiful planet by using sustainable materials including recycled materials and Social Plastic in our packaging.



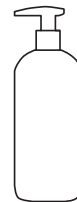
Tubes  
**100% recycled aluminium**



Caps  
**100% recycled plastic caps**



Folding Boxes & IFUs  
**min. 93% recycled cardboard**



Tone Softener Bottle  
excl. pump  
**97% Social Plastic**



# assortment



## natural

Soft neutral hues with soft touches of chocolate and beige



## cool

Modern smoky hues that help perfect the underlying warmth



## warm

Luxury primary reflections, muted by rose undertones



## tone softener

Enriched with care properties it is ideal for color refreshing, gloss services and helps to ensure a natural-looking end result.

# mixing ratios

## MULTIDIMENSIONAL WHITE HAIR COVERAGE

For multidimensional coverage

Up to 50% white hair

Use the desired Fashion or Natural shade

More than 50% white hair

Use desired Natural shade. For Fashion shades, mix 2:1 Fashion shade with a Natural shade. (i.e 40 mL 8-19C + 20 mL 8-06N)

## CLASSIC SERVICES



Mix  
**1:1**  
Develop  
30-45 min.

Developer	Level of lift	Usage
IGORA ROYAL Oil Developer 3% (10 Vol.)	None	For coloring darker, color depositing on pre-lightened or light hair base
IGORA ROYAL Oil Developer 6% (20 Vol.)	Up to 1 level	For tone-on-tone coloration
IGORA ROYAL Oil Developer 9% (30 Vol.)	Up to 2 levels	For high lifting shades (10-) on base 7 or lighter
IGORA ROYAL Oil Developer 12% (40 Vol.)	Up to 3 levels	Only for high lifting shades (10-) on base 7 or lighter

## PASTEL SERVICES



Mix  
**1:2**  
Develop  
Up to 15 min.

Usage	Achieve pastel nuances, ideal for level 9 or higher
Shade	tbh – true beautiful honest shades level 8-, 9-, or 10-
Product	IGORA VIBRANCE Activator Lotion 1.9% (6 Vol.)
Application	Apply on damp hair where required

## REFRESHING & GLOSS SERVICES



Mix  
**1:1:1**  
Develop  
5-10 min.

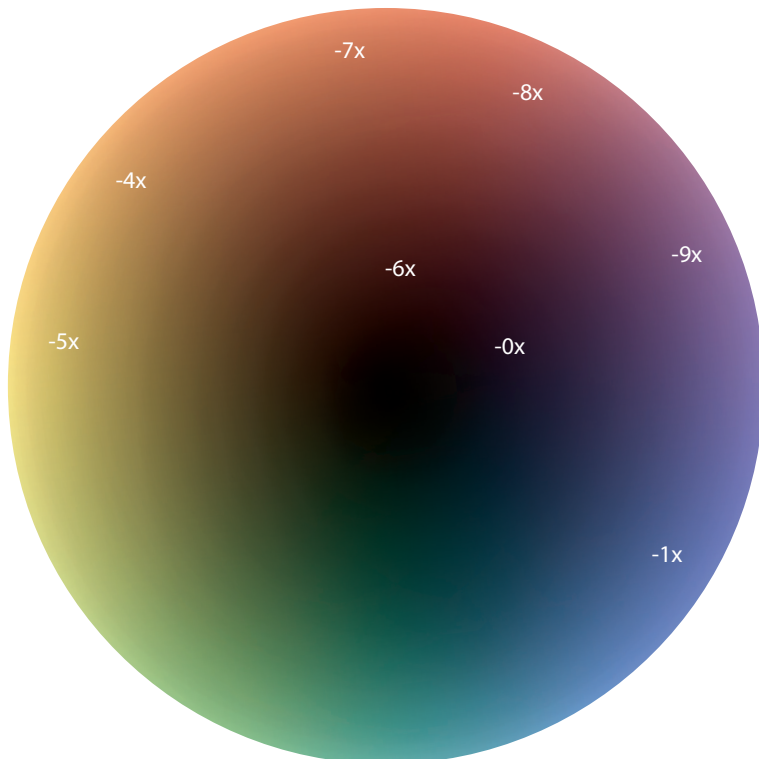
Usage	To refresh mid-lengths and ends
Shade	Any tbh – true beautiful honest shade
Product	IGORA VIBRANCE Activator Lotion 1.9% (6 Vol.) and tbh – true beautiful honest Tone Softener
Application	Apply from regrowth to ends

# shade & tone numbering

The **tbh – true beautiful honest numbering system** consists of a combination of number and alphabetic designation to describe each shade. The numbering system is based on the Schwarzkopf Professional system. A letter-based system is additionally used to indicate the color world each shades belong to: N for naturals, C for cool and W for warm tones.

8		1	9	C
Depth of Color (Light Blonde)	–	Primary Tone Direction (Cendré)	Secondary Tone Direction (Violet)	Color World (Cool)

DEPTH OF COLOR	COLOR TONE DIRECTION
	-0 natural
1 – black	-1 cendré (violet/blue)
	-2 ash (blue/green)
3 – dark brown	-3 matt (green)
4 – medium brown	-4 beige (orange/violet)
5 – light brown	-5 gold (yellow)
6 – dark blonde	-6 chocolate (red/brown)
7 – medium blonde	-7 copper (orange)
8 – light blonde	-8 red
9 – extra light blonde	-9 violet (purple)
10 – ultra blonde	



**tbh – true beautiful honest COLOR PORTFOLIO** - Knowing the exact position of a shade in the color wheel will support you when it comes to choosing the right shade.

# tone softener

**tbh – true beautiful honest Tone Softener** is a technical tool that dilutes the pigment intensity while providing additional caring properties. The Tone Softener can be mixed with any tbh – true beautiful honest shade to revitalize dull mid-lengths and ends. It can be used to support color refreshing and gloss services for a healthy glow. Please refer to the “Tone Softener Usage” section for more detailed information.

**100%** vegan formula\*  
**97%** naturally derived ingredients\*\*  
**0%** micro-plastics  
**0%** silicones and parabens



#### SHEA BUTTER

*(Butyrospermum Parkii Butter)*  
Natural ingredient rich in fatty acids that helps to improve the hair softness.



#### MACADAMIA OIL

*(Macadamia Ternifolia Seed Oil)*  
Natural oil, known for its caring properties, that boosts the hair shine.



#### ARGAN OIL

*(Argania spinosa Kernel Oil)*  
Natural oil, widely used in skin care, that enhances the hair softness while adding shine.

\* Free from animal-derived ingredients  
\*\*Calculation includes 88% water content

# consultation guidelines

---

The foundation of every successful color service is clear communication in the consultation process. It is important to listen to how your client describes their desired end result to give you an idea of how to formulate their request. It is equally important for you to ask your client the right questions, so that there is a clear understanding from both sides of what to expect. Lifestyle questions can help you identify which techniques and services would work best for the client in their day-to-day. Refer to the following guidelines to understand who the client is and what they are looking for.

## 1

### COLOR NEEDS

#### **Identify clients color aspiration**

Start your color consultation by assessing your client's expectations for their appointment. Are they looking for a longer or shorter commitment? To maintain or change their color? As tbh – true beautiful honest provides multidimensional coverage, the end results are influenced by the starting base of the hair. Pay attention to how they describe the desired end result. If you hear these following buzzwords, tbh – true beautiful honest would be a good match.

dimensional

seamless

melted

subtle

blended

lived-in

natural-looking

#### **Identify client's lifestyle**

Discuss your client's tolerance for maintenance to identify the right target group. Are they looking for something that is low maintenance, or are they open to coming back for touch-ups often? Are they concerned about the line of demarcation in-between services? Assess your client's inclination towards ingredients and sensitivities. Do they have any sensitivities to ammonia? Do they like to incorporate more naturally-derived ingredients in their beauty routines? Is the vegan formula and the PETA logo something they would recognize and appreciate? Asking these questions can help you to identify an ideal tbh – true beautiful honest client.

#### **USE VISUAL EXAMPLES**

*Use the Consultation Tool to help visualize what a traditional coverage vs. a multidimensional coverage looks like. This can help explain the color result difference, as well as help you explain the benefits of a multidimensional coverage when it comes to maintenance and grow-out.*

# 2

## DIAGNOSIS

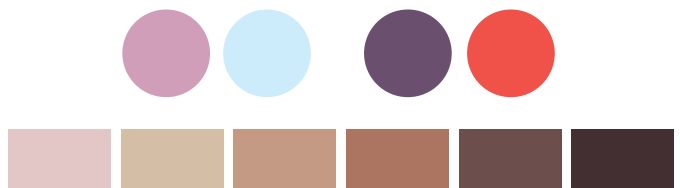
### Identify physical traits

Based on your client's physical traits, you can identify which color worlds would suit them best.

### Skin tones

#### Cool

Appears pink/blue in fair skin tones, appears purple/red in medium and deep skin tones.



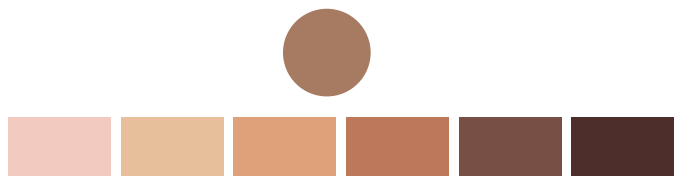
#### Warm

Appears yellow in fair/light-medium skin tones, appears peachy or golden in medium-dark/deep skin tones.



#### Neutral

A mix of both warm and cool tones, olive tones are usually seen.



### Eye color

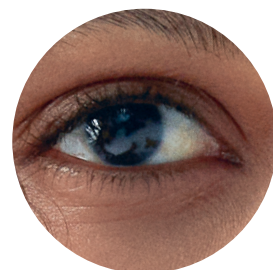
#### Cool

Blue  
Green  
Pale Brown  
Grey



#### Warm

Brown  
Amber  
Hazel



# consultation guidelines

---

### Identify the existing level(s)

Determine the existing level(s) of your client’s hair by referring to the chart below. As tbh – true beautiful honest is a multidimensional color it is important to consider the impact of the hair’s natural undertones and how it may impact the tonal result and shade selection.

	Level of depth	Undertone	
10			Pale Yellow
9			Yellow
8			Yellow Orange
7			Orange Yellow
6			Orange
5			Red Orange
4			Red
3			Dark Red
1			Dark Red Brown

### RULE OF THUMB

*Natural shades will support multidimensional coverage.*

*Cool shades will help to counteract the underlying warmth, so you can achieve a neutral color result even on darker bases, or for an extra smokey touch on lighter bases.*

*Warm shades will further enhance the natural hair base and are designed to further accentuate warm results.*

### Determine the white hair percentage

Establish the percentage of white hair to determine if you can use a Fashion shade alone or if your formula must also include a Natural shade for multidimensional coverage.

COLOR WORLD	% MULTIDIMENSIONAL COVERAGE
NATURAL	Up to 100%
COOL & WARM	Up to 50% white hair

For more than 50% of white hair, mix 2:1 with a Natural shade



30% white hair



50% white hair



70% white hair

### Determine color history

If the client has previous color build-up, or if any other corrective services are required, it is recommended to address potential complementing services with the client (Please refer to the Transitioning Clients section).

## 3 APPLICATION

Refer to the Dimensional Services section for in-depth application and usage instructions.

## 4 POST-COLOR CARE

Shampoo with a color-protecting shampoo. For optimal color results, stabilize the hair with the Schwarzkopf Professional Hair Sealer.

## 5 MAINTENANCE ROUTINE

Recommend color-protecting care products that match the in-salon service and are based on the individual hair needs and lifestyle.

### PROVIDE A VISUAL SUMMARY

Use the magnetic strips in the Color Chart to showcase and summarise your consultation visually and to align on the final color direction offered within the Natural, Warm, or Cool color worlds.

# services - dimensional coverage

---

## DIMENSIONAL ROOT RETOUCH

Ideal for clients who are concerned about regrowth visibility. Using tbh - true beautiful honest helps to reduce the line of demarcation as the color works with the natural highs and lows of the hair which blends in to the regrowth.



Before



After

### HOW TO:

1. *For white hair:* Apply to dry hair on areas of the regrowth section with the highest percentage of white hair.  
*For normal application:* Apply to dry hair on the regrowth starting at the crown.  
**DEVELOPMENT TIME:** 30-45 min.
2. Rinse thoroughly, shampoo and finish with the Schwarzkopf Professional Color Essentials Hair Sealer.
3. Combine with a Dimensional Glossing service for additional tone and shine enhancement (see Dual Application).

## DIMENSIONAL ROOT MELTING

Ideal for creating a shadow root or root stretch for a multi-dimensional finish with no harsh lines and a seamless grow-out. Great for clients concerned about quick regrowth visibility and maintenance.

**TIP:** Tone Softener consistency assists in blending root melts.

### HOW TO:

1. Apply to dry hair on the roots starting at the crown working downwards to melt the color into the mid-length of the hair.  
**DEVELOPMENT TIME:** 30-45 min.
2. Rinse thoroughly, shampoo and finish off with the Schwarzkopf Professional Color Essentials Hair Sealer.

## DIMENSIONAL DUAL APPLICATION

tbh – true beautiful honest will create the most subtle highlights from the color itself, and will enhance existing highlights.

### HOW TO:

1. Apply to dry hair on the regrowth starting at the crown.  
**DEVELOPMENT TIME:** 30-45 min.
2. Combine with a Dimensional Glossing service on mid-lengths and ends for additional tone and shine enhancement.
3. Rinse thoroughly and finish off with the Schwarzkopf Professional Color Essentials Hair Sealer.







# services - creating dimensions

---

## DIMENSIONAL SOMBRE

Use a mix of highlights and/or lowlights to achieve a subtle ombre look

## DIMENSIONAL HIGHLIGHTS

Up to 50% less ammonia in the color means gentler deposit when lifting on natural hair bases.

**TIP:** For face frame or lightening effect, use the 10- series.

## DIMENSIONAL LOWLIGHTS

Ideal to give blonde, highlighted hair more dimension and dynamic by using different shades and depth.

### HOW TO:

1. Divide the hair into 3 sections (nape area, hairline, horse-shoe top of head).
2. Work diagonal starting in the nape on one side using a 3 cm wide section and apply color from roots to ends.
3. Continue in the middle and finish on the other side.
4. Protect the color by foil.

### Hairline:

1. Work diagonal with crescent sections (same size as before) and apply color from roots to ends.
2. Alternate between colors and make sure that your next section is overlapping the previous diagonal section.
3. Protect color by using foil.

### Top section:

1. Work with crescent sections (criss-cross from left to right) applying color from roots to ends.
2. Alternate between colors and make sure that your next section is overlapping the previous crescent section
3. Protect the color by using foil.



Before



After

# services - enhancing dimensions

---

## DIMENSIONAL PASTEL TONING

Ideal for level 9 or lighter to give a multidimensional pastel tone direction with warm, neutral or cool tones. Perfect after a blonde service or in between visits to enhance your client's hair.

### HOW TO:

1. Use tbh – true beautiful honest shades level 8- or 9-
2. Always keep a mixing ratio of 1:2 with IGORA VIBRANCE ACTIVATOR 1.9% (6 Vol.).
3. Apply on damp hair where required.  
**DEVELOPMENT TIME:** up to 15 min. (maintain visual control)
4. Rinse thoroughly, shampoo and finish off with Schwarzkopf Professional Color Essentials Hair Sealer.



Before



After

## DIMENSIONAL BLONDE ENHANCEMENT

Ideal for lightest blonde clients who want to give their blonde a fresh boost for multidimensional blonde reflection.

### HOW TO:

1. Work at the basin.
2. Use level 9- and 10- shade with IGORA VIBRANCE Activator Lotion 1.9% (6 Vol.) (1:2).
3. Apply and leave for 5-10 min.
4. Rinse thoroughly, shampoo and use Schwarzkopf Professional Color Essentials Hair Sealer.

## DIMENSIONAL GLOSSING

Ideal to refresh or gloss mid-lengths and ends to enhance and maintain dimensional color results on all hair bases. Additional caring ingredients in the Tone Softener such as Macadamia Oil, Argan Oil, and Shea Butter help to add additional healthy shine to the hair .

### HOW TO:

1. Mix tbh – true beautiful honest shade with Tone Softener and IGORA VIBRANCE Activator Lotion 1.9% (6 Vol.) (1:1:1).
2. Apply from regrowth to ends.  
**DEVELOPMENT TIME:** 5–10 min.
3. Rinse thoroughly and style as usual.



# tone softener usage

---

Dilutes pigment intensity while adding a level of care to the color service. Enriched with caring properties, it is the ideal partner for Color Refreshing and Gloss Services and helps ensure a natural-looking end result.



## USAGE TIPS

### Dual Application

Use a tbh - true beautiful honest shade with the classic service (1:1) mixing ratio for root coverage, then use the same shade mixed with Tone Softener and IGORA VIBRANCE Activator Lotion 1.9% (6 Vol.) (1:1:1) to refresh mid-lengths and ends.

**TIP:** By using Tone Softener you are depositing less pigment\* which means less color saturation for the next appointment.

### Color Refresh

Transform your permanent color into a demi-permanent look! Mix desired tbh – true beautiful honest shade with Tone Softener and IGORA VIBRANCE Activator Lotion 1.9% (6 Vol.) (1:1:1) for an all over application to refresh color. This slightly diluted version of the target shade is perfect for when you need a quick color refresh without over-depositing. It also develops in as little as 5-10 minutes!

### Glossing

Use tbh – true beautiful honest shades mixed with Tone Softener and IGORA VIBRANCE Activator Lotion 1.9% (6 Vol.) (1:1:1) as a glaze over your balayage or foil work for a beautiful soft finish.

**TIP:** The Tone Softener features Macadamia Oil, Argan Oil, and Shea Butter which can help nourish newly lightened hair that may be more fragile.

### Toning

After doing a full head lightening service, use tbh – true beautiful honest shades mixed with Tone Softener and IGORA VIBRANCE Activator Lotion 1.9% (6 Vol.) (1:1:1) to create soft, misty, muted blondes, while adding a level of care to freshly lightened hair.

**TIP:** Own your tone! The recommended base ratio for the tbh – true beautiful honest shade to Tone Softener to IGORA VIBRANCE Activator Lotion 1.9% (6 Vol.) is (1:1:1). However, depending on your desired pigment intensity, you can increase the ratio of Tone Softener as needed. Use this tip for the most subtle neutralized blondes when color refreshing with the -12C series.

\*compared to traditional color service mixing ratio of 1:1 with IGORA ROYAL Oil Developer

# transitioning clients

---

## 1

### CORRECTIVE SERVICE

Ideal for clients who want to change from an opaque to a more dimensional color result. Perfect to transition clients to tbh – true beautiful honest. It can also be used as a corrective service to remove any build-up in mid-lengths and ends which can make color appear darker.

- 1. Divide the hair into 4 sections and secure.**
- 2. Take fine sections** (max 1 cm) and apply Schwarzkopf Professional Color Essentials Bond Enforcing Color Remover from mid-lengths to ends. Avoid the natural root area.
- 3. Continue the application** up to the top of the head.
- 4. Continue through the other sections**, with this procedure
- 5. If the root area is artificially colored**, apply full-head, section by section (if not, do not apply to the root area). Develop for up to 20 min., keeping visual control.
- 6. Emulsify and rinse out** until water runs clear.



## 2

### GLOSSING SERVICE

Ideal for clients who want to maintain the same level or tone direction.

- 1. Use the desired color shade** with IGORA ROYAL Oil Developer 3% (10 Vol.) (1:1) making sure that it is well blended into the root area.
- 2. Apply the desired shade** by mixing tbh – true beautiful honest Color Creme, Tone Softener, and IGORA VIBRANCE Activator Lotion 1.9% (6 Vol.) (1:1:1) directly at the backwash on washed, towel-dried hair and work in evenly. Leave it for up to 10 min.
- 3. Keep visual control.**

# business-building tips

## 1

### CONVERT COLOR-SHY CLIENTS

Do you have regular cut and style clients who shy away from color because they're worried about....

#### ... maintenance?

tbh – true beautiful honest has a more blended grow-out and softer lines of demarcation because of the multidimensional coverage. Your client could be able to go longer in between touch up appointments compared to a traditional color client.

#### ... sensitivities towards chemical products?

tbh – true beautiful honest is formulated with:

- 93% naturally-derived ingredients\* – including caring ingredients such as Grape Seed Oil, Macadamia Oil, Argan Oil for a high level of care during the color service
- Up to 50% less ammonia\*\*
- HEP+ technology – helps to lower the risk of developing an allergy \*\*\*

#### ... looking artificial or not looking like themselves?

tbh – true beautiful honest has a multidimensional coverage which enhances the existing highs and lows in the hair. Therefore each person's end result can look like an improved version of their natural hair base.

#### TIP:

Suggest a Color Refreshing or Glossing Service for color-shy clients to introduce them to a more subtle color service that has the additional caring benefits from the Tone Softener including Macadamia Oil, Argan Oil, and Shea Butter.

## 2

### INVENTORY MANAGEMENT

tbh – true beautiful honest features a concise assortment that covers a multitude of service needs – with a smaller in-salon footprint than your typical color brand. Perfect for salons tight on space or booth renters!

With tbh – true beautiful honest, you can have the flexibility to use the shades for classic permanent color services, but also for services traditionally done with a demi-permanent by incorporating the Tone Softener. For example, color refreshing and glossing services can be done using the Tone Softener mixed with a tbh – true beautiful honest shade. **Get more out of your tube of color!**



\*Depending on the respective product; calculation includes up to 65% water content respectively.

\*\*vs. IGORA ROYAL®

\*\*\*Although the risk of developing a new allergy is reduced, there remains a risk of an allergic reaction that can be severe. Always perform an Allergy Alert Test 48 hours before each color service. If your client has ever experienced a reaction after coloring the hair, you must not color.



# 3

## PROMOTE YOUR SALON

Associate your salon with the key values of tbh – true beautiful honest to **help draw attention to your business**. Highlight that your salon carries a color brand which is PETA-approved, has a 100% vegan formula\*, uses recycled material packaging, and uses Social Plastic.

**TIP:**

Update your digital channels (Website, Instagram, Facebook, etc.) to highlight that your salon carries a brand with these environmentally-friendly values.

# 4

## CLIENT BOOKINGS

Because of the multidimensional effect of tbh – true beautiful honest, your clients will experience a more subtle, lower maintenance regrowth. This means you could potentially move away from scheduling frequent, smaller touch-up appointments, and instead schedule higher value, less frequent, touch-up appointments. This allows you to **charge a higher value price** to your client, while **opening up your schedule for new clients**. It can also be a convenience for your clients as it saves them time.

For example:

FREQUENCY OF VISIT	SERVICE	SERVICE PRICE	YEARLY PRICE
Every 4 weeks (12 visits per year)	root touch-up	\$50 per root touch-up	\$50 x 12 visits = \$600
Every 12 weeks (4 visits per year)	root touch-up plus color refresh on mid-lengths and ends	\$160 per dual application	\$160 x 4 visits = \$640



**WHAT'S TRENDING?**

*In recent years, our hairdressers are noticing that clients are seeking out lower maintenance beauty routines. Attract new color clients by offering a lower maintenance color service with tbh – true beautiful honest which gives them more flexibility in the upkeep of their color.*

\*Free from animal-derived ingredients

# tbh naturals

---

**Natural tone directions** with soft touches of beige and chocolate.

*100% multidimensional white hair coverage.*

**Primary  
Tone**



**Secondary  
Tone**



**-04N Natural Beige**

Shimmering natural beige tones.



**-06N Natural Chocolate**

Soft neutral tones with a touch of chocolate.



tbh  
true  
beautiful  
honest

NATURAL  
PERMANENT  
COLOR CREME  
PETA  
APPROVED  
Global Animal Test Policy

Schwarzkopf  
PROFESSIONAL

tbh  
true  
beautiful  
honest

NATURAL  
PERMANENT  
COLOR CREME  
PETA  
APPROVED  
Global Animal Test Policy

Schwarzkopf  
PROFESSIONAL

tbh  
true  
beautiful  
honest

NATURAL  
PERMANENT  
COLOR CREME  
PETA  
APPROVED  
Global Animal Test Policy

Schwarzkopf  
PROFESSIONAL

tbh  
true  
beautiful  
honest

NATURAL  
PERMANENT  
COLOR CREME  
PETA  
APPROVED  
Global Animal Test Policy

Schwarzkopf  
PROFESSIONAL

tbh  
true  
beautiful  
honest

NATURAL  
PERMANENT  
COLOR CREME  
PETA  
APPROVED  
Global Animal Test Policy

Schwarzkopf  
PROFESSIONAL

tbh

# tbh cools

**The mix of warm and cool tones creates the ideal amount of coolness** without looking dull or drab.

*Up to 50% white hair: Use desired shade.*

*Over 50% white hair: Mix 2:1 with a Natural shade.*

**Primary  
Tone**

**Secondary  
Tone**



**-12C Cendré Ash**

Muted grey shades enriched with a touch of charcoal.

GREAT FOR: Strong neutralization on yellow and light orange.



**-16C Cendré Chocolate**

Chocolate tones with a touch of smokey minerals .

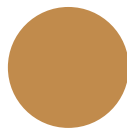
GREAT FOR: Mushroom browns.



**-19C Cendré Violet**

Powdery taupe tones with a touch of rose.

GREAT FOR: Neutralizing strong yellow tones.



**-49C Beige Violet**

Frosted hazelnut tones.

GREAT FOR: Strong neutralization without over pigmentation.



**-51C Gold Cendré**

Brushed golden tones.

GREAT FOR: Use for over-processed hair to achieve cool, even tones on dark or light palettes.



tbh  
true beautiful honest  
COOL  
PERMANENT COLOR CREME  
PETA APPROVED  
Global Animal Test Policy  
60 mL NET

Schwarzkopf PROFESSIONAL  
tbh  
true beautiful honest  
COOL  
PERMANENT COLOR CREME  
PETA APPROVED  
Global Animal Test Policy

Schwarzkopf PROFESSIONAL  
tbh  
true beautiful honest  
COOL  
PERMANENT COLOR CREME  
PETA APPROVED  
Global Animal Test Policy

Schwarzkopf PROFESSIONAL  
tbh  
true beautiful honest  
COOL  
PERMANENT COLOR CREME  
PETA APPROVED  
Global Animal Test Policy  
60 mL NET

Schwarzkopf PROFESSIONAL  
tbh  
true beautiful honest  
COOL  
PERMANENT COLOR CREME

Schwarzkopf PROFESSIONAL  
tbh  
true beautiful honest  
COOL  
PERMANENT COLOR CREME  
29

# tbh warms

---

## Modern warm shades with a hint of rose

that provide a new twist to reds, coppers, and chocolates.

*Up to 50% white hair: Use desired shade.*

*Over 50% white hair: Mix 2:1 with a Natural shade.*

**Primary  
Tone**

**Secondary  
Tone**



### **-47W Beige Copper**

Soft bronze tones with copper reflections.  
GREAT FOR: Natural-looking copper and strawberry blondes.



### **-56W Gold Chocolate**

Chocolate caramel tones.  
GREAT FOR: Rich honey blondes.



### **-64W Chocolate Beige**

Soft roasted coffee tones .  
GREAT FOR: Subtle chocolate for deeper levels.



### **-84W Red Beige**

Dark amber tones .  
GREAT FOR: Clients looking for a more natural-looking or softer red.



Schwarzkopf  
PROFESSIONAL

tbh  
true  
beautiful  
honest

WARM  
PERMANENT  
COLOR CREME



60 mL NET

Schwarzkopf  
PROFESSIONAL

tbh  
true  
beautiful  
honest

WARM  
PERMANENT  
COLOR CREME



60 mL NET



60 mL NET

Schwarzkopf  
PROFESSIONAL

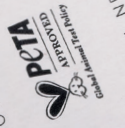
Schwarzkopf  
PROFESSIONAL

tbh  
true  
beautiful  
honest

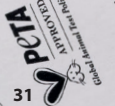
WARM  
PERMANENT  
COLOR CREME

tbh  
true  
beautiful  
honest

WARM  
PERMANENT  
COLOR CREME



60 mL NET



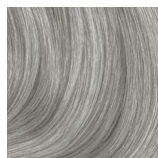
60 mL NET

# tbh level 10-

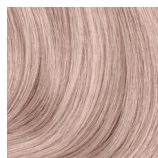
**Lift up to 3 levels while depositing color.**

*Up to 50% white hair: Use desired shade.*

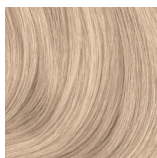
*Over 50% white hair: Mix 2:1 with a Natural shade.*



10-12C  
Ultra Blonde  
Cendré Ash



10-19C  
Ultra Blonde  
Cendré Violet



10-51C  
Ultra Blonde  
Gold Cendré



10-56W  
Ultra Blonde  
Gold Chocolate

## GREAT FOR

### Freehand Balayage

Use tbh – true beautiful honest level 10- shades for freehand painting for a natural-looking balayage result.

### Base Breaking

Use tbh – true beautiful honest level 10- shades mixed with IGORA VIBRANCE Activator Lotion 1.9% (6 Vol.) (1:2) to break the base on a regrowth.

### Pastel Toning – Blonde Enhancement



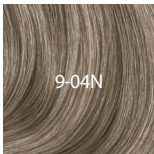
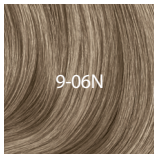

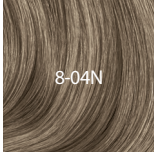
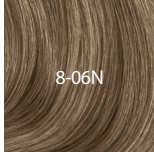


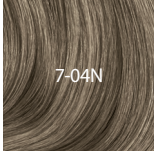
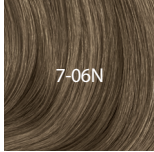








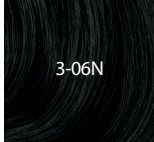

Use level 10- shades with IGORA VIBRANCE Activator Lotion 1.9% (6 Vol.) (1:2) on mid-lengths and ends. Develop for up to 10 minutes for a quick refresh service to enhance your lightest blonde clients.







# color chart overview

	NATURAL		COOL		
	04N Natural Beige	06N Natural Chocolate	12C Cendré Ash	16C Cendré Chocolate	19C Cendré Violet
10-					
9-					
8-					
7-					
6-					
5-					
4-					
3-					

**WARM**

**49C**  
Beige Violet

**51C**  
Gold Cendré

**47W**  
Beige Copper

**56W**  
Gold Chocolate

**64W**  
Chocolate Beige

**84W**  
Red Beige



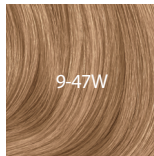
10-51C



10-56W



9-49C



9-47W



8-51C



8-56W



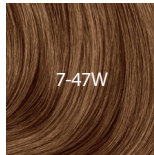
8-64W



8-84W



7-49C



7-47W



6-51C



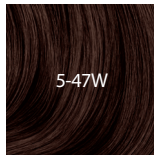
6-64W



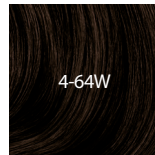
6-84W



5-49C



5-47W



4-64W



4-84W

#SchwarzkopfUSA #beTBH



@schwarzkopfusa