

# tbh

true  
beautiful  
honest



# Schwarzkopf

PROFESSIONAL



Multidimensional color that elevates the hair's natural highs and lows.

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

## distinct color worlds to ignite your color creativity

### natural

Natural hues with a soft touch of chocolate and beige



### cool

Modern smokey hues that help perfect underlying warmth



### warm

Luxury primary reflections, muted by rose undertones



## color portfolio

NATURAL		COOL				WARM				
<b>04N</b> Natural Beige	<b>06N</b> Natural Chocolate	<b>12C</b> Cendré Ash	<b>16C</b> Cendré Chocolate	<b>19C</b> Cendré Violet	<b>49C</b> Beige Violet	<b>51C</b> Gold Cendré	<b>47W</b> Beige Copper	<b>56W</b> Gold Chocolate	<b>64W</b> Chocolate Beige	<b>84W</b> Red Beige
9-04N	9-06N	10-12C	9-16C	10-19C	9-49C	10-51C	9-47W	10-56W	8-64W	8-84W
8-04N	8-06N	8-12C	7-16C	8-19C	7-49C	8-51C	7-47W	8-56W	6-64W	6-84W
7-04N	7-06N	6-12C	5-16C	6-19C	5-49C	6-51C	5-47W			
6-04N	6-06N		3-16C						4-64W	4-84W
	5-06N									
	4-06N									
	3-06N									

\* Free from animal-derived ingredients

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

\*\*\* vs. standard permanent coloration

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

*Together. A passion for hair.*

# shade and tone numbering system

The tbh – true beautiful honest numbering system consists of a combination of numbers and letters to describe each shade. The numbering system is based on the Schwarzkopf Professional system to make it easy for you to understand the shade number. A letter based system is used to indicate the color world each shade belongs 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	

# application guidelines

## MULTIDIMENSIONAL WHITE HAIR COVERAGE

For up to 100% 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 color
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

# tone softener

Broaden your in-salon service opportunities with the Tone Softener. Enriched with care properties it is the ideal partner for **Color Refreshing** and **Gloss Services** and helps ensure a natural-looking end result.



@schwarzkopfusa

© 2023 Henkel Corporation, Culver City, CA 90230 USA  
Toll Free 1-800-707-9997 • Technical Support Line 1-800-234-4672

*Together. A passion for hair.®*