

true beautiful honest





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





Modern smokey hues that help perfect underlying warmth



#### warm

Luxury primary reflections, muted by rose undertones





# color portfolio

NATURAL		COOL				WARM				
04N	06N	12C	16C	19C	49C	51C	47W	56W	64W	84W
Natural Beige	Natural Chocolate	Cendré Ash	Cendré Chocolate	Cendré Violet	Beige Violet	Gold Cendré	Beige Copper	Gold Chocolate	Chocolate Beige	Red Beige
		10-12C		10-19C		10-51C		10-56W		
9-04N	9-06N		9-16C		9-49C		9-47W			
-04N	8-06N	8-12C		8-19C		8-51C		8-56W	8-64W	8-84W
'-04N	7-06N		7-16C		7-49C		7-47W			Management of the Control of the Con
-04N	6-06N	6-12C	-	6-19C		6-51C			6-64W	6-84W
	5-06N		5-16C		5-49C		5-47W			
	4-06N		-						4-64W	4-84W
	3-06N		3-16C							

\* 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

## 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	_	Primary Tone	Secondary Tone	Color World
(Light Blonde)		Direction (Cendré)	Direction (Violet)	(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%	Up to 50% white hair	Use the desired fashion or natural shade
multidimensional coverage	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** 

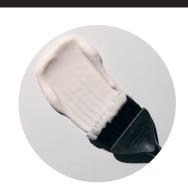
**PASTEL SERVICES** 

**REFRESHING & GLOSS 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



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



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

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Together. A passion for hair.