



Schwarzkopf
PROFESSIONAL



BOLD COLOR WASHES
TECHNICAL MANUAL

Together. A passion for hair.

BOLD COLOR WASHES

Technical Information



WHAT IT IS:

As **intense** as it gets. **Schwarzkopf Professional BOLD COLOR WASHES** deliver bold, vibrant shades with minimum effort and impressive longevity results. Available in 4 versatile shades, these highly pigmented sulfate-free washes add colour, intense shine and gently cleanses, in 1 simple step.

HOW IT WORKS:

The highly-pigmented formulas deposit intense and vibrant colours for **bold semi-permanent performance** on light brown bases to pre-lightened hair bases that builds up with the uses.

WHAT IT DOES:

- Bold intense colour performance on lighter bases
- Colour hues on dark bases
- Use on light brown bases and lighter
- Fast depositing and intense shine
- Gently cleanses
- Quick & effortless application at the backwash

HOW TO USE?:

GLOBAL APPLICATION

- Apply on towel dried hair evenly from root area to ends and massage it in.
- **Development time:**
 - 3-5 minutes: less colour intensity
 - Up to 20 minutes: strong results, bold colour
- Rinse hair thoroughly after application

EXPERT TIP

Reduce processing time to create a **Softer Version** of each shade. Allow visual eye control.

CREATIVE TECHNIQUES

- Application should occur on dry hair
- Work with a creative technique (for multi-tonal results)
- **Development time:**
 - Up to 20 minutes (allow visual eye control)
- Rinse hair thoroughly after application

BOLD COLOUR REFRESH

- Apply on towel dried hair
- Use an applicator bottle and mix 1 part of BOLD COLOR WASH and 1 part water and shake it till both components are thoroughly mixed
- Apply to the root area in a grid distribution using the nozzle for a perfect placement. Process for 2-3 minutes, emulsify towards mid lengths and ends.
- **Development time:**
 - Up to 5 minutes (allow visual eye control)
- Rinse hair thoroughly after application

NOTE

- Colour result and longevity vary depending on hair condition and processing time
- Use professional gloves, protect clothing, surface and skin from staining and discoloration

PROFESSIONAL PRODUCT SELECTION

UNIQUE BENEFIT OF BOLD COLOR WASHES

- ✓ Highly concentrated formulas for bold and intense colour results even on darker hair bases
- ✓ Fast colour deposit with semi-permanent performance in a shampoo base
- ✓ Colour and Clean in 1 simple step
- ✓ Visual development time up to 20 min

COMPARISON TABLE

IGORA ColorWorx



BOLD COLOR WASHES



CLIENTS

Pale blonde or pre-lightened hair (as direct dye)
Igora Royal clients (as booster)

PLATFORM

Cream

MIXABILITY

VERSATILE SOLUTIONS:

- Mix and match colours + pastel effects
- Mix with Igora Royal, Igora Vibrance, Essensity and BlondMe***

LONGEVITY AND INTENSITY

- **Concentrates:** Fades away quickly
- **Intense:** more vibrant and long lasting than Concentrates

SERVICES

- All over colour services
- Perfect texture for precision Placement techniques
- Blends and melts

From light brown bases up to the palest blonde and pre-lightened hair

Shampoo

- Between Bold Color Washes

- As intense as it gets

- All over color services
- Quick and easy at the backwash
- Bold color refresh
- Multi-tonal color and creative techniques

* SLS/SLES Sulfates: Sodium Lauryl Sulfate & Sodium Laureth Sulfate

**If necessary extend processing time for even stronger pigment depositing

***Please do not mix Igora Colorworx Intense purple and pink with oxidative dyes



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