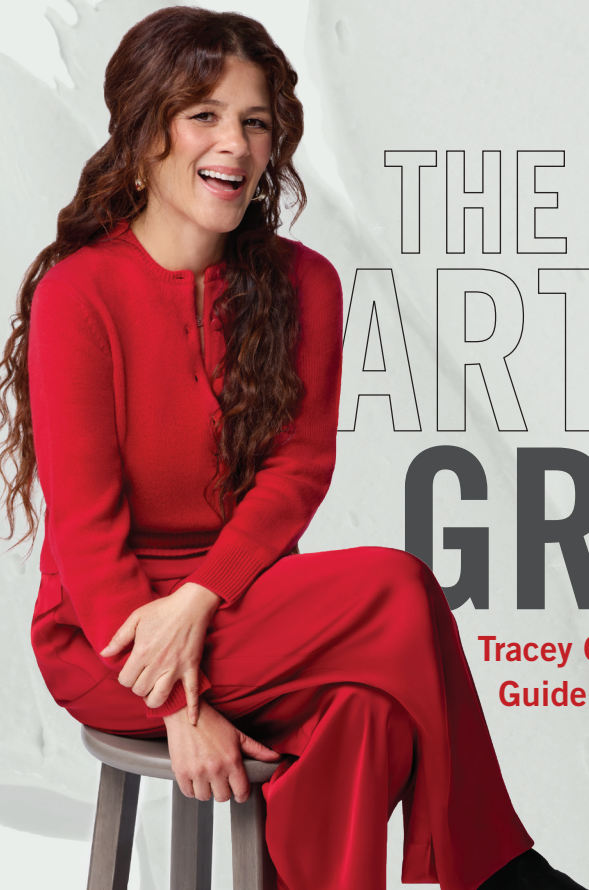




Schwarzkopf[®]
PROFESSIONAL

THE ART OF GREY

Tracey Cunningham's
Guide on Tackling Greys





*Hello colorists—
Tracey here.*

If there's one thing I've learned after decades behind the chair, it's this:

GREY ISN'T THE ENEMY

It's just another opportunity to create beautiful, believable, **transformative hair color**.

In this booklet, I'm sharing my personal playbook for grey coverage and grey blending using Schwarzkopf Professional®'s **IGORA®** range, the exact toolkit I rely on when the results absolutely have to be right.

Each chapter breaks down a real **grey-hair challenge** using a simple problem-solution approach. Whether you have a client who just got their first few greys and doesn't know what to do or a client with 90% grey that's very resistant, I've got you.

By the end of this booklet, you'll feel **confident** handling any shade of grey that walks into your salon.

Let's dive in.

IT'S NOT A GREY AREA

Grey Coverage vs. Grey Blending

Before formulas, let's get clear on the goal. This is how I explain it in the salon:

GREY COVERAGE
is like lipstick.

One is solid and opaque.

GREY BLENDING
is like lip gloss.

The other is sheer and soft.

Grey Coverage (Opaque)

100% coverage. No silver/greys showing. For clients who want zero grey and are committed to touch-ups every 4–6 weeks. Perfect for clients who say:

*I never want
to see my
greys*

Grey Blending (Translucent)

Softens and integrates grey instead of hiding it. Achieved with demi color, toners, highlights, lowlights, or balayage for a softer grow-out and less visible regrowth. Think:

*...modern,
dimensional,
effortless.
Salt-and-pepper
chic.*

The Real Skill:

There's no right or wrong, only what fits the client's lifestyle and maintenance level.

Next, I'll show you how I choose between all my favorite IGORA® products for every grey scenario.

But first: let's talk about the Schwarzkopf Professional® hair color numbering system.



HOW TO SPEAK SCHWARZKOPF®

I love the SKP numbering system because it **stays true across all the subranges**. So if I know what a 6-0 (6N) looks like in IGORA ROYAL®, I know what to expect when I pull the same shade in IGORA VIBRANCE®, IGORA COLOR10®, or IGORA® ZERO AMM.

If you're worried it'll take you a minute to learn, don't worry. Schwarzkopf just added letters to their shade names, so spotting the tone direction is super easy even if you're new to the brand!

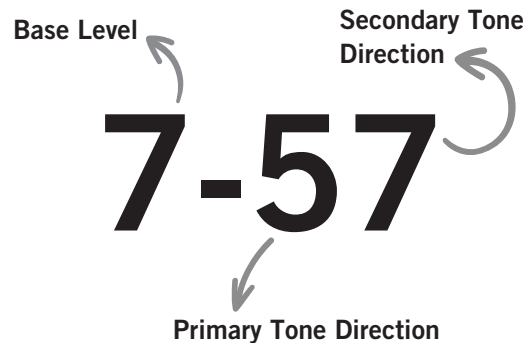
THE TWO FAMILIES YOU NEED TO KNOW:

Full Coverage Bases

- These are your grey-coverage workhorses: -0, -00, -1, -4, -63 (N, NN, Ce, B, ChM)
- Up to 100% grey coverage on their own.
- Or add them to any fashion shade to boost grey coverage to 100%.

Fashion Shades

- These are your reflect and personality shades: golds, chocolates, coppers, reds, ash, matte, violet.
- They create beautiful tones, but when grey is present, they perform best when mixed with a grey-coverage shade.



Base Level	Number	Alphabet	Tone Direction
1 black	-0	N	Natural (neutral)
3 dark brown	-00	NN	Natural Extra
4 medium brown	-1	Ce	Cendré (blue/violet)
5 light brown	-2	A	Ash (blue)
6 dark blonde	-3	M	Matte (green)
7 medium blonde	-4	B	Beige (muted gold)
8 light blonde	-5	G	Gold (gold)
9 extra light blonde	-6	Ch	Chocolate (warm brown)
10 ultra blonde	-7	C	Copper (orange)
	-8	R	Red (red)
	-9	V	Violet (violet)

MY GREY TOOLKIT

IGORA ROYAL®

My go-to, workhorse, permanent color when I need predictable results and uncompromising grey coverage.



IGORA ROYAL Highlifts

When I need up to 4-5 levels of lift on light bases.



IGORA ROYAL Absolutes

When I want beautiful, pre-mixed fashion tones that can cover 100% grey on resistant hair.



IGORA ROYAL Fashion Lights

When I want up to 5 levels of lift on dark bases.



IGORA® ZERO AMM

For the clients who want full grey coverage and pigmentation, but want to ditch the ammonia.



IGORA ROYAL Silver Whites

When I have clients who just want to embrace their grey but make it look naturally beautiful.



IGORA VIBRANCE®

My demi of choice for toning, grey blending (up to 70%), lowlighting, and adding shine when I want softness and low commitment color.



IGORA® COLOR10®

My secret weapon for speedy touch-ups that gives me 100% grey coverage in 10 minutes.



TIP: IGORA ROYAL, IGORA COLOR10, and IGORA ZERO AMM use the same developers!

MY SECRET WEAPONS

I don't let people leave the chair without using these two things: **COLOR ESSENTIALS Hair Sealer** and **IGORA VIBRANCE® Clear**.

With Hair Sealer, it's like putting on a top coat after your manicure — it locks everything in and makes it look expensive. Then I put on Clear (0-00) and it just makes the hair so shiny and pretty!

I don't care if my client is a celebrity or not, everyone gets a gloss! Even if they aren't a celebrity, they want to feel like a celebrity.



HOW TO USE

Hair Sealer: After color service, shampoo and towel-dry the hair. Apply 2–3 pumps of Hair Sealer, work through the hair for 30 seconds, then rinse.

Clear (0-00): Shampoo and towel-dry the hair, then apply IGORA VIBRANCE® Clear without activator. Process for 20 minutes, then rinse.

REAL CLIENTS REAL GREY SOLUTIONS



CHALLENGE #1

I'm seeing my first greys, but don't want to commit to going to the salon that often!

Scenario

Your client is seeing some greys but isn't ready to commit to a permanent color.

My Solution



6-1

With **IGORA VIBRANCE®**, I'm able to blend up to 70% of greys without a harsh line of demarcation.

Tracey's Tip: To avoid hot roots I formulate with 6-1 (6Ce) and 13 Vol. developer to counteract any warmth.

My go-to activator is the lotion because the consistency allows for a clean and controlled application.



FUN FACT

When you're working with celebrities, you only get one shot to impress. That's why I love IGORA VIBRANCE. The shine is next-level, and my clients are always wowed!

CHALLENGE #2

My hair is 50% grey. Should I cover it or blend it?

Scenario

Your salt and pepper client wants to look and feel younger, but is worried about a harsh line of regrowth. They're at a crossroads: full coverage or soft blending?

My Solution

With 50% grey, my client has options and so do I. My SKP toolkit allows me to formulate based on their maintenance needs without compromising their results.

OPTION 1

Full Coverage

- More frequent salon visits
- Harsher grow-out

IGORA ROYAL®'s coverage is incredible. The -0, -00, -1, -4, -63 (N, NN, Ce, B, ChM) shades all provide up to 100% coverage. I mix 1:1 with 20 Vol. developer to get a reliable deposit. This service requires maintenance appointments every 4-6 weeks.

For natural-looking results, I'll formulate with a warm or gold shade plus a Natural shade (-0 or N) with a mixing ratio of, **2 parts Warm/Gold shade : 1 part Natural**.

For example, if they want to be a warm brunette, I might mix:
IGORA ROYAL 6-65 (6ChG) + IGORA ROYAL 6-0 (6N) with 20 Vol. developer.

OPTION 2

Blended Coverage

- Less frequent salon visits
- Softer grow-out

IGORA VIBRANCE® is able to blend greys seamlessly. The -00 (NN) series gives me really great grey blending and the **AQUAXYL™ technology** makes the hair feel so incredibly soft. My client gets the coverage they want without the strict maintenance.

For example, I might weave very fine baby-lights throughout the hair, focusing on the grey-heavy zones, then tone everything with IGORA VIBRANCE for a soft, seamless finish.



TECHNICAL TIPS

How to Boost Grey Coverage

Naturals are so important when it comes to grey services. How much natural I add to my formula depends on how much grey my client has.

In IGORA VIBRANCE®, adding -00 (NN) will boost your grey blending up to 70%, so you end up getting a bit more coverage but it still looks soft and natural.

In IGORA ROYAL®, adding it will give you up to 100% grey coverage on coarse or resistant hair. Great for clients who absolutely don't want to see any greys!



9-00



8-00



7-00



6-00



5-00



4-00



3-00

You can use Natural Extra (-00 or NN) shades on their own, or add them to Fashion shade (like warm or gold) at this ratio:

2:1

2 parts Fashion : 1 part Natural Extra



TRACEY'S HAIRLINE TRICK:

Always formulate the hairline one level lighter than the base. Why?

“The hair at the hairline can be different, it can pull darker especially when covering! blending grey. Going lighter at the hairline will help avoid a dark band around the client's face.”

TECHNICAL TIPS

Why I Reach for Cendré

Cendré is the most important shade when covering grey because it's a superhero for fighting brass or hot roots. If your grey retouches are pulling too warm, add the **-1 (Ce)** to your Natural color formula to cool it down.

Example: Mix

30g of IGORA ROYAL® 7-0

(7N)

+

30g of IGORA ROYAL 7-1

(7Ce)

with

20 Vol. developer (1:1)

=

cover greys while
avoiding hot roots



How to Turn Babylights into Loyal Clientele

If a new client comes to you and they have a dark band (because their stylist didn't know my hairline trick), my quick fix is to offer to put a few **foils** around their face for free. This helps me break up the dark band and brightens up their face.

Adding a few foils may add time to your service but it creates client **loyalty** because it shows you're going above and beyond.



CHALLENGE #3

**I'm 80-100% grey
and I have coarse,
resistant grey hair!
Help!**

Scenario

Your client is mostly or fully grey and wants full coverage that still looks dimensional and natural.

My Solution

I have been very successful with using **IGORA ROYAL® Absolutes** on my stubborn grey clients. Especially for my lighter clients with solid grey, these can be the most difficult to cover, but the Absolutes work really well.

“The Absolutes is for absolutely covering greys.”

How I Formulate

MIX

1:1

with 20 Vol. developer
for maximum pigment
deposit

PROCESS



Process up to 45
minutes for stubborn,
resistant greys

Custom Mixing

If I'm custom mixing, I'll pair
an IGORA ROYAL Natural
Extra (-00 or NN) with an
IGORA ROYAL Absolutes
warm or gold shade.

Example: Mix

IGORA ROYAL 7-00
(7NN)

+

IGORA ROYAL Absolutes 7-450
(7BGN)

for a soft chocolate-gold result.

IGORA ROYAL Absolutes shades are specifically
designed to flatter mature clients without over-pigmenting.
The colors are premixed so there's **less mixing math**
and less room for error.

Plus, it has a Pro-Age Complex with collagen to give
the hair some extra care.



TECHNICAL TIPS

Prioritize Natural/Base Pigment

With very high percentages of grey, I prioritize Natural Base Shades in formulas. You can still include up to **2/3 of a warm or gold**, but the remaining portion should always be a Natural or Natural Extra for complete coverage.

Example: Mix

30g of IGORA ROYAL® 7-00
(7NN)

**+ 15g of IGORA ROYAL®
Absolutes 7-560**
(7GChN)

The **-00** will ensure no greys peek through

=

to cover grey while
adding a soft hint
of gold

-560 delivers the fashion tone.



Grey hair is missing warm (gold/orange) pigment, so adding **warmer tones** to your grey coverage formulas adds depth back into their hair, resulting in a natural-looking end result.



Don't rush grey coverage. If anything, give it an extra **5-10 minutes**, especially on resistant areas.



Permanent color on higher percentage grey clients requires regular root retouches every 4–6 weeks. It's a great **money-making** color service that keeps your clients loyal and your chair full.



CHALLENGE #4

I need to get my hair dyed but I don't like the smell!

Scenario

Your client wants to cover greys but doesn't like the smell of ammonia.



My Solution

IGORA® ZERO AMM delivers the same great coverage as **IGORA ROYAL®** but **without the ammonia**. It is a great tool to have for clients when I need it, without compromising the results.

I formulate **IGORA ZERO AMM** exactly the same way I would **IGORA ROYAL** (the shades are the same).

Example: If they're a level 7 with 50% grey and want a medium golden blonde result, I might use **IGORA ZERO AMM 7-55 (7GG) + IGORA ZERO AMM 7-0 (7N)**, mixed 1:1 with 20 Vol. developer.



Uses the same developer as IGORA ROYAL

TECHNICAL TIPS

Balanced Deposits

IGORA® ZERO AMM can lift up to 3 levels in the 10-series, but for grey coverage we're usually just depositing pigment. I use 20 Vol. for most grey coverage clients, it gives a balanced, reliable deposit on coarse grey hair.

For very resistant greys, make sure to use the Natural Extra series in ZERO AMM (-00 or NN).



9-00



7-00



5-00



Coverage Reference: The **-0 (N)**, **-00 (NN)**, **-50 (GN)**, **-60 (ChN)**, series provide up to **100% grey coverage**.

If I wanted to boost grey coverage on a warm or gold shade, I'll add a **Natural or Natural Extra Shade (-0 / N or -00 / NN)** using a **2:1 ratio** (2 parts Fashion : 1 part Natural/Extra) with 20 Vol. developer.

CHALLENGE #5

**I need a quick fix
for foil bleeds!**

Scenario

We've all been there:
You go to check
your foils and spot
a bleed mark. You
need to fix it—fast!



My Solution

IGORA® COLOR10® is my go-to in this situation. At the shampoo bowl, I can apply my COLOR10 formula and let it process while I pull my other foils.

The express color works in 10 minutes and I don't have to add any extra time to my client's appointment.



TECHNICAL TIPS

Coverage vs. Timing

IGORA COLOR10 can cover up to 100% grey in 10 minutes, but extremely resistant hair may benefit from a 15-minute processing time.

Men's Grey Blending

Achieve a subtle blend in 5–10 minutes on your male clients using any cool IGORA COLOR10 shade mixed with 10 Vol. developer.



Work in Sections

Work in a classic 4 quadrant sectioning pattern to get through the hair with speed with precision.

Start your color application where the grey is the most prominent or resistant, which is typically around the front hairline, but every client is unique.

Coarse Hair Trick

If your client has super coarse hair around their front hairline that's thick and doesn't lay flat even with color applied, you can place end papers (for perms) over these hairs to get them to lay flat.

CHALLENGE #6

I want to cover my greys, but I don't want a flat, helmet-looking result.

Scenario

Your client wants reliable grey coverage, but still wants her hair to look natural, multi-tonal, and expensive.

My Solution

Strategic highlights and lowlights are excellent options for avoiding flat grey coverage. Depending on my client's needs, I use two different approaches when adding dimension into my grey services.

OPTION 1

Base & Highlights

FULL COVERAGE AT THE ROOT WITH HIGHLIGHTS

I use a Dual-System Application technique, starting with permanent IGORA ROYAL® at the root for complete grey coverage. Then, I weave **fine highlights** throughout and alternate throughout the mid-lengths and ends with a lowlight of IGORA VIBRANCE®. I'll finish the look by using an all-over VIBRANCE gloss!

OPTION 2

Cover & Add Depth

FULL COVERAGE AT THE ROOT WITH COLOR MELTING

For clients that are naturally lighter (Level 7-9) or for clients that have been OVER-highlighted, my plan is to **cover** with IGORA ROYAL and **add depth** back in with IGORA VIBRANCE. Since IGORA shades match across color lines, I don't have to worry about tweaking my formula.

I start with my grey coverage, then melt my lowlight formula into the base for a cohesive blend.

I apply the root formula in IGORA ROYAL, then melt a same-level or one-level-lighter shade through the mid-lengths using IGORA VIBRANCE. For the ends, I typically go one shade lighter than the mid-lengths, or add Clear (0-00) to enhance shine.



TECHNICAL TIPS

Lowlight with IGORA VIBRANCE®

For a faster application you can begin by applying IGORA ROYAL® to the regrowth and allow it to process for 20 minutes. Then, refresh the mid-lengths and ends with IGORA VIBRANCE to **rebalance tone and restore shine** without overloading the hair with permanent pigment. Let this process for another 10 minutes, then wash the hair.

Example: Mix **IGORA ROYAL 7-1** (7Ce) with 20 Vol. developer (1:1) at the roots, then apply **IGORA VIBRANCE 7-42** (7BA) with Activator Gel (1:1) to the mid-lengths and **IGORA VIBRANCE 0-00** (Clear) with Activator Gel (1:1) to the ends.



When lowlighting with IGORA VIBRANCE, you can achieve a softer, more dimensional result by leaving the very ends out of the lowlight. This will keep the ends from picking up too much pigment and will result in a beautiful, color-melted blend.

Keep contrast softer by staying within a 2–3 level difference between your highlights and lowlights. The goal is a **seamless, interwoven** effect with dimension that looks like the sun naturally kissed a few strands, not leaving a high-contrast stripe.

Why I Love Clear

Don't forget the power of toners. After a full-coverage color, especially on darker bases, a quick gloss can make all the difference. A sheer formula like IGORA VIBRANCE Clear with a touch of pigment can unify the result and enhance shine, ensuring the finish **never looks flat**. For example, **IGORA VIBRANCE 0-00** (Clear) with a few grams of **IGORA VIBRANCE 9-4** (9B) creates a subtle, candlelit sheen on brunette hair.



CHALLENGE #7

I want to wear my natural grey, but I need to enhance it!

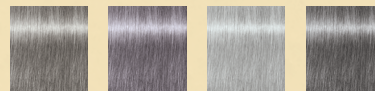
Scenario

Your client is ready to embrace their grey, but still wants to look refined and expensive.

My Solution

We're not in the hair color business, we're in the people business. Even when your client wants to embrace their natural grey, they still want to feel special and look beautiful.

IGORA ROYAL® Silver Whites is part of my grey toolkit because I can customize to my client's needs no matter what shade of grey they have.



Dove
Grey

Grey
Lilac

Silver

Slate
Grey

- Formulated with siliamine and collagen for mature hair
- Low commitment, beautiful enhancement



TECHNICAL TIPS

Just Like a Demi

These shades behave like demi-permanent color. Think of them as deposit-only, great for refining tone and boosting shine while keeping the hair feeling soft and luminous.

If your client has previous permanent or demi color lingering on their mid-lengths and ends, you will need to color-correct those areas before transitioning them fully to grey. I recommend gently lifting out the old color with IGORA® VARIO BLOND lightener first, then depositing and blending into their natural grey using IGORA ROYAL® Silver Whites.

Most grey-coverage guests are naturally lightest around their front hairline. Use Silver Whites to create a soft, grey-toned “money piece.” I love using the shade Silver to brighten around the face and add more dimensional contrast.

Mix IGORA ROYAL Silver Whites with 10 Vol. developer in a 1:1 ratio. Processing time is up to 20 minutes. Some shades, especially Silver, may appear pink during processing. Don't panic! Trust the oxidation process.

Slate Grey for Men

On male guests at a level 6 or darker, use Slate Grey to softly blend lighter grey areas at the sides. It keeps the result looking youthful, natural, and polished—never overdone.



FAVE FORMULAS

TRACEY'S GO-TO FORMULAS FOR GREYS

FORMULA #1

IGORA VIBRANCE®

Base:

7-00 (7NN) + 7-1 (7Ce) + with Activator Lotion
(1:1) 4% | 13 Vol. (1:1)

Hairline:

9-00 (9NN) + 9-1 (9Ce) + with Activator Lotion
(1:1) 4% | 13 Vol. (1:1)

Mid-lengths + Ends:

0-00 (Clear) + 9-7 (9C) + 0-55 (0GG) + Gel Activator
(4:1:2) 1.5% | 6 Vol. (1:1)
for 2 minutes to give the hair more life.



Process for
20
Minutes



I chose IGORA VIBRANCE as my client doesn't have a lot of grey and they don't want a line of demarcation as it grows out.

FORMULA #2

IGORA ROYAL® Absolutes

Base:

7-140 (7CeBN) + Oil Developer
(1:1) 9% | 30 Vol. (1:1)

Hairline:

9-140 (9CeBN) + Oil Developer
(1:1) 9% | 30 Vol. (1:1)



Process for
30-45
Minutes



I use this on clients with coarse grey hair. The Absolutes have more pigments so I get full grey coverage even on resistant hair. Process 30-45 minutes: 30 on fine hair and 45 on coarse hair.

FORMULA #3

IGORA® COLOR10®

Base:

6-0 (6N) + 7-1 (7Ce) + Oil Developer
(1:1) 6% | 20 Vol. (1:1)

Hairline:

7-1 (7Ce) + Oil Developer
(1:1) 6% | 20 Vol. (1:1)



Process
for 10
Minutes



Process for 10 minutes, or an additional 5 on resistant hair.

The cendré in 7-1 helps prevent hot roots!

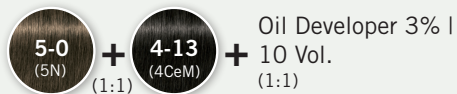
FAVE FORMULAS

TRACEY'S GO-TO FORMULAS FOR GREYS

FORMULA #4

IGORA® ZERO AMM

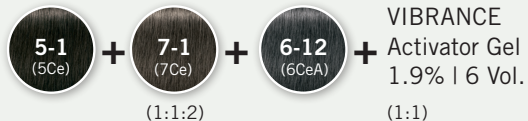
Base:



Hairline:



Mid-lengths + Ends: IGORA VIBRANCE®



Process for 30-45 Minutes



Process for 10-15 Minutes



FORMULA #5



IGORA ROYAL®

Base:



Process for 30-45 Minutes

Hairline:



Highlights:



GREY COVERAGE CHEAT SHEET

	IGORA PRODUCT	TYPE	DEVELOPMENT TIME	GREY COVERAGE CAPABILITY	BEST FOR
	IGORA ROYAL®	Permanent	 — 	Up to 100% coverage	Full coverage on any % of grey; standard root touch-ups.
	IGORA ROYAL Absolutes (subset of ROYAL)	Permanent	 — 	Up to 100% coverage , plus Pro-Age care	Mature hair & resistant grey ; when you want full coverage fashion shades with no mixing math needed!
	IGORA ROYAL Silver Whites (subset of ROYAL)	Permanent		No grey coverage, just refining natural grey hair	Client who doesn't want to cover, but add shine and enhancement to their grey hair.
	IGORA VIBRANCE®	Demi-Permanent	 — 	Up to 50% grey blending (70% with Natural Extra)	Grey blending for early greys or low-commitment color; softening first greys; refreshing mid-lengths and ends.
	IGORA® COLOR10®	Express Permanent	 — 	Up to 100% coverage in 10 minutes, or up to 15 minutes for extremely resistant greys	Quick grey coverage needs: quick root touch-ups, fixing mistakes, adding quick highlights.
	IGORA® ZERO AMM	Ammonia-Free Permanent	 — 	Up to 100% coverage	Full coverage with comparable results to IGORA ROYAL—without the ammonia.

TRACEY'S 10 COMMANDMENTS OF GREY COVERAGE



- 1 Don't always grab -0 (N) when you don't have to**
If your client isn't solid white, reach for a -1 (Ce). Neutral lifts warm. Cendré will save you from getting hot roots.
- 2 Don't just go for the 20 Vol. Try 10 Vol.**
I love using 20 Vol. for optimal grey coverage, but if you're not looking to lift, try grabbing the 10 Vol. for more depth and dimension.
- 3 Roots should look natural**
Cooler shades help blend remnant warmth at the scalp and reduce any line of demarcation.

- 4 Fine hair can grab darker at the hairline**
Formulate it slightly lighter. Apply the front hairline after the rest of the color has been applied.
- 5 Mid-lengths should never be darker than the roots**
Use one level lighter at the mid-lengths to add dimension and keep the results from looking like a helmet.
- 6 Warmer tones complement the face**
This is where you become an artist. Think of the face as a piece of art. The frame you use matters. So around the face is where you want to add warmth and glow. I like to add a bit of gold to my formula, sometimes even using 0-55 (OGG) to really kick up the gold.
- 7 You need more than one formula**
I always think about how I can make the hair look more natural. That means I have a separate formula for the hairline, mid-lengths and ends, and roots. Sometimes I also do an all-over gloss.
- 8 Highlight to add dimension**
I often highlight before doing a solid color to create dimension.
- 9 Use IGORA VIBRANCE® for men's grey blending**
I use VIBRANCE to weave in a few lowlights around the hairline to blend the grey, then apply the same shade in the back. The result looks really natural, like he just has a few grays starting to come in. Makes him look 10 years younger!
- 10 Seal every service**
I always finish every service with IGORA VIBRANCE Clear (0-00) for shine, and lock it in with Hair Sealer! This makes the results look expensive and red-carpet ready!

COMMON CHALLENGES & SOLUTIONS

My grey coverage looks drab

Add $\frac{1}{4}$ of a warmer shade or a gloss to your formula. Grey hair lacks underlying warmth, so a touch of gold, chocolate, or copper prevents flatness while maintaining full coverage.

Example: 7-0 (7N) + a dash of 7-65 (7ChG) for added richness.

Use IGORA ROYAL® -00 (NN) or IGORA ROYAL Absolutes. Remember: Natural (-0) = up to 100% coverage across IGORA® permanents, and Natural Extra (-00) delivers 25% more pigment weight.

The grey won't cover on resistant areas

My client doesn't want commitment

Go with grey blending using IGORA VIBRANCE®. It fades gracefully in about 25 washes and avoids harsh regrowth. Fine highlights can also help diffuse visible greys and buy time between services.

I discover I've missed a spot or my lightener has bled out of the foil

Use IGORA® COLOR10® to fix mistakes at the bowl in just 10 minutes, no one's the wiser!

My client is going naturally grey but wants it to look chic

Enhance, don't cover. Use IGORA ROYAL Silver Whites or very light IGORA VIBRANCE toners (9.5 or 10 series) to refine natural grey. Soft violet or silver tones neutralize yellow and add intentional shine.

mySKP REWARDS

NEW

Discover a loyalty program designed for you. With mySKP, every purchase brings you closer to fabulous rewards.

HOW IT WORKS

Earn points each month with any Schwarzkopf Professional purchase. It's our way of saying thank you for choosing us for your hair care needs. Points can be used to receive airline tickets, electronics, SKP products and educational offerings, and more!



JOIN FOR FREE TODAY
and start earning points
for every product you love.



**BE PART OF A
COMMUNITY
THAT VALUES
HAIR AND
REWARDS
LOYALTY.**

Follow us on social media for tips, trends, and exclusive content. Your journey to gorgeous hair starts here with Schwarzkopf Professional.

eAcademy



skpeducation.com

YouTube



 SchwarzkopfUSA

 SchwarzkopfProfessionalUSA

 SchwarzkopfProfessionalUSA

 SchwarzkopfUSA

 SchwarzkopfProfessionalUSA.com

“
I'M NOT LOYAL TO TRENDS.
I'M LOYAL TO RESULTS.
IF IT WORKS BEHIND THE CHAIR,
I'LL USE IT.
IF IT DOESN'T, I WON'T.
THAT'S IT. THAT'S THE STANDARD.
”



Interested in switching? Scan for
your full switching resources.



Got Questions?

Schedule a chat with one of our
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