

IGORA

COOLS MANUAL

  
Schwarzkopf  
PROFESSIONAL

Be the Colourist  
you want to be

*Together. A passion for hair.*

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## Introduction – Why cool colours are a crucial business driver?

Did you know that cool colour services are one of the major business drivers in a salon? A lot of clients are looking for cool and neutral colour results, whether it is an ashy blonde, a cool brown or even enticing hues of cool fashion tones. But we also know that cool colour services are especially challenging: each client's level of depth and service is different, techniques and application methods are endless and clients' expectations are very high.

As IGORA's mission is to empower every colourist to create the most stunning looks, to explore every aspect of their creativity, and to meet every client's need, we created this manual to enable you to master any cool colour service. The IGORA COOLS Manual provides you with all the fundamental colour knowledge you need, detailed information on our extensive IGORA portfolio, an overview of key services as well as useful tips and tricks to help you achieve the easiest consultation with your clients or train your staff in the salon. We also offer a new educational tool, showing you in an instant which IGORA shades are best at each level for neutralisation.

### What is a cool colour?

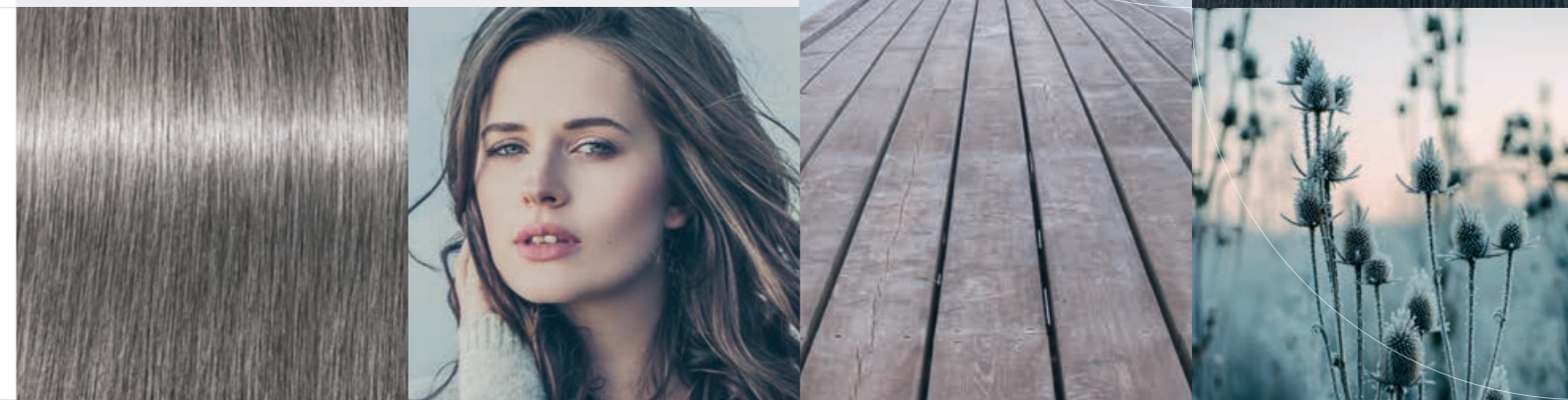
Cool, rich or smoky hair colours are the most popular tones at the moment. This can range from beautiful cool browns and blondes to earthy tones. For any client, you can create a tailor-made cool colour result with IGORA that perfectly complements their complexion and style.

### What are cool colour services?

Cool colour services are some of the most sought-after services in salons and are not linked to a single technique or application, but include a wide array of services, such as:

- Global colour, as fashion tones
- Dual application services
- Colour correction and neutralisation
- Lifting and neutralising at the same time
- Global lowlight services
- Colour melting and root shadowing
- Toning on pre-lightened hair, only with IGORA VIBRANCE

With this manual, we want to not only provide you with all the technical knowledge but also fully empower you to confidently perform any of those services.



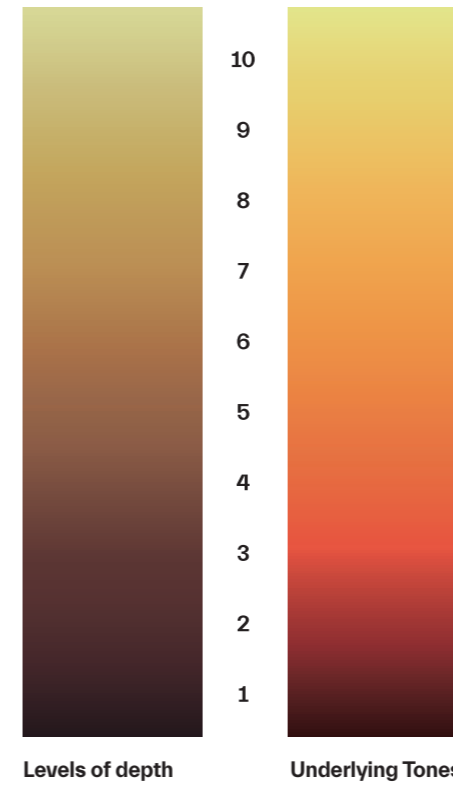
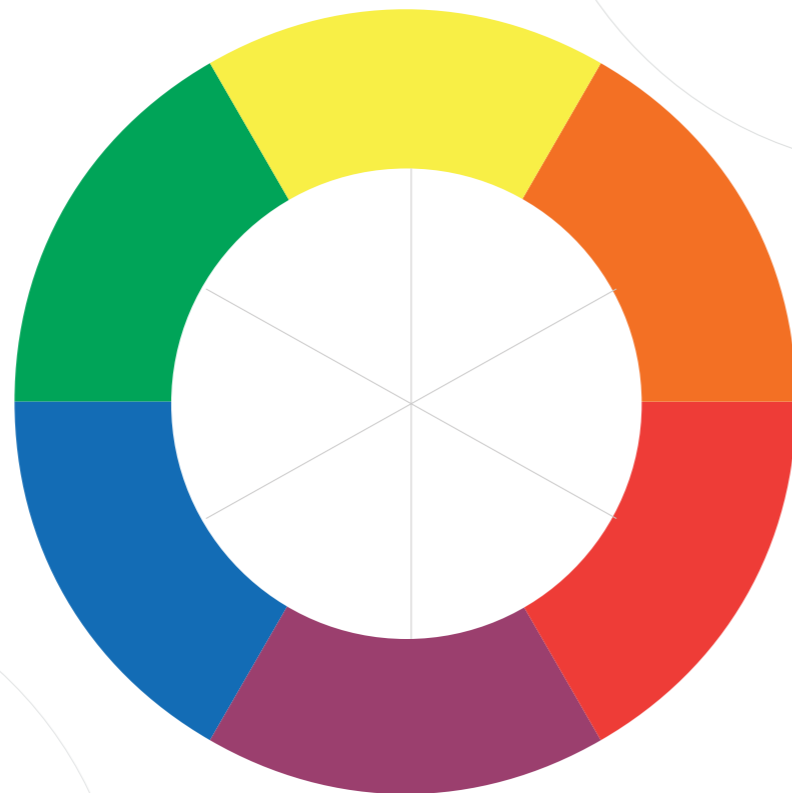
# 02

## Colour fundamentals

The base for a successful cool colour service is to understand how colours work together. The colour wheel is definitely the most important tool for any colourist! Get to know the wheel to understand how colours interact with one another and how to combine them to achieve the desired colour results.

### 1. Neutralisation

The colour wheel covers the full spectrum of shades, divided into warm and cool. When it comes to cool colour results, the key is neutralisation. **Every colour comes with a complementary colour.** If you've ever gazed into BLUE light then looked around you - you'll know that everything suddenly appears ORANGE. That's because it's the opposite colour to BLUE. If you mix two complementary colours together 1:1, they cancel each other out. So, mix BLUE with equal parts ORANGE and the two strong shades just make a very neutral grey-brown. This understanding of complementary colours is key when creating a cool colour result, as it tells how you can neutralise unwanted warm tones.



### 2. Depth and underlying tones

The depth of hair colour is dependent on the concentration of eumelanin within the hair and ranges from black (1) to palest blonde (10). At each level, hair has a natural undercoat which is caused by different levels of pheomelanin within the hair. These so-called underlying tones can range from yellow to red and become visible when the hair is lifted.

The underlying tone of a person's natural shade will thus influence the colour result, especially when lightening hair, so it's important for every colourist to assess a client's tonal direction during their initial consultation.

More intense underlying tones may need to be neutralised with a complementary tone from the colour wheel, while in some cases they would need lifting out to get true colour results. Make yourself familiar with the different levels and respective underlying tones.

### 3. The correct colour

The key to get rid of any unwanted warmth is neutralisation, to which colour theory acts as a guidance! The colour wheel plays an essential role in helping to choose the correct formula for every client.

As you learned, shades directly opposite each other or with the same intensity will cancel each other out. To counteract unwanted underlying tones such as red, orange and yellow, you will need to use the opposite colour on the colour wheel. Refer to the simplified chart here to know directly which tone direction to use for these neutralisation purposes.

When working with the IGORA portfolio, you will see that some of our shades are tailored exactly to these purposes, offering the perfect tonal direction you need to counteract unwanted warmth. You can also mix a more neutralising shade into your desired colour - but start by adding just a few grams to find the correct ratio. We recommend to be even more careful with blonde clients: the blonder the level, the less neutralisation you should add, to avoid hair turning blue or purple!

Bases		Neutralising Tone
10- Ultra blonde	Pale yellow	Very pale violet
9- Extra light blonde	Yellow	Pale violet
8- Light blonde	Yellow orange	Violet
7- Medium blonde	Orange yellow	Violet / blue
6- Dark blonde	Orange	Blue
5- Light brown	Red orange	Blue / green
4- Medium brown	Red	Green / blue
3- Dark brown	Dark red	Green
1- Black	Dark red brown	Dark green

# 03

## PANTONE Color Institute Cool Color Insights

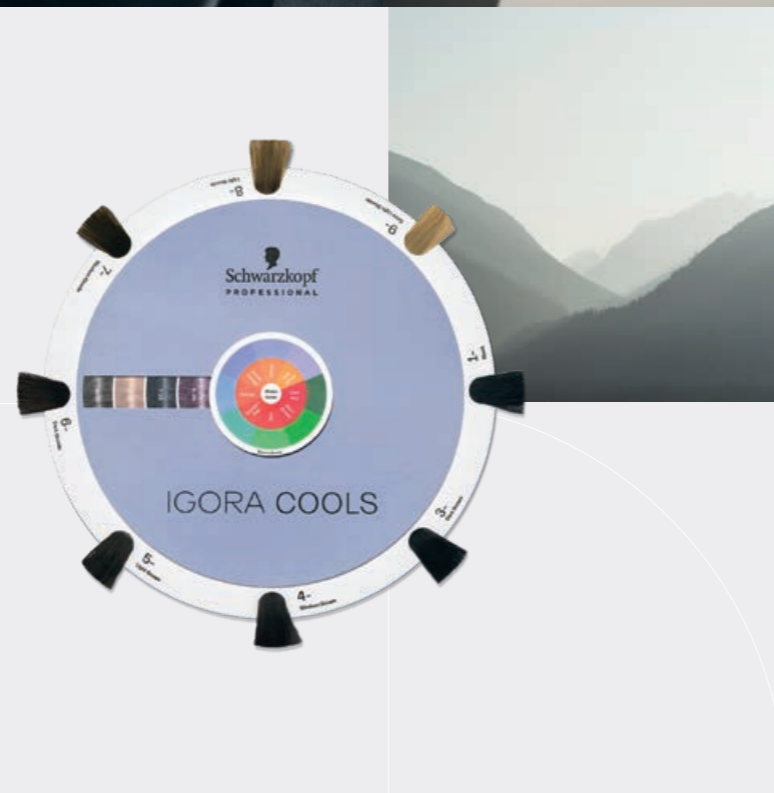
### 1. IGORA COOLS x PANTONE Color Institute

Clients today are increasingly demanding natural looking colour results for different hair bases. They are especially seeking such services on darker bases to get the optimal neutralisation needed to counteract warm undertones. With the new IGORA COOLS shades - a dedicated range of new beautiful cool tones - IGORA and PANTONE Color Institute have collaborated to leverage their successful partnership and provide in-depth, trusted knowledge on cool-specific colour theory. The Pantone Color Institute was founded in 1985 to bring together the science and emotion of colour, and one of its most critical areas of focus is colour research devoted to the psychological and emotional meaning of colour.

### 2. Consumer Perception of Cool Shades

The colour wheel, is a circular arrangement of colours organised by their chromatic relationship to one another. A very important aspect of the colour wheel is it demonstrates that colour is perceived as having a temperature: hot or cold, warm or cool, or somewhere in between. These are vital components in delivering a specific colour message.

Colours are perceived of as having differing temperatures because of ancient and universal associations. A cool tone acts to lower the temperature. Colours we refer to as being cool colours, i.e., ash, blue, green, violet connect in



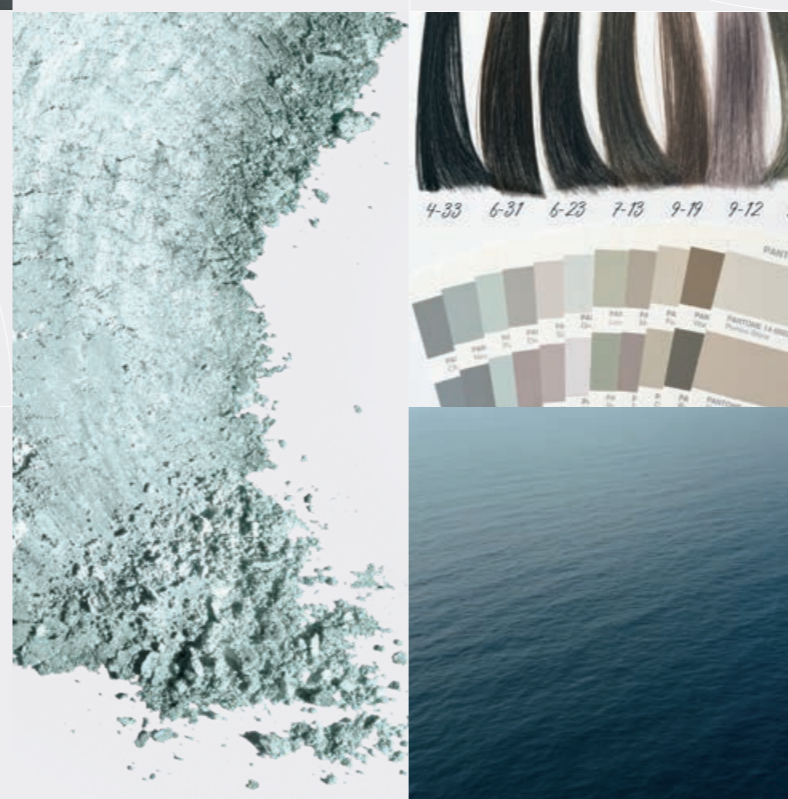
the mind's eye with broader expanses of sky, sea, foliage, desert sands and outer space that represent colours like Sky Blue, Galaxy Blue, Deep Water Teal, Verdant Green, Desert Sand and Nimbus Cloud.

Cool is a term that has positive associations in the view of others. Through our Pantone Color Institute colour preference study research, we can also see that from a historical perspective, cooler tones generally have positive associations. This perception of positivity associated with the word "cool" has shown to be consistent over time.

When we think about how people think of "cool" in today's world, it means approval. It sends a message of being current, hip, on trend, new and fresh. It is a word that translates globally and one that seems ageless. This perception helps explain our positive reaction when a stylist uses this word. We immediately understand that what they are suggesting will help us to also look fashionable and on trend which is what we want to be.

We must also consider the psychological effects of these cool tones as this also influences our attraction to these tones. As a tone direction, these cooler shades are reassuring. They create the illusion of being more self-confident and in control.

Cool tones can neutralise warmer tones whether these warm tones are in hair or complexion. They act to neutralise the brassiness or harshness of a hair colour or skin tone or undertone. Cooler tones bring in harmony. By helping to calm down the warmth in our natural hair colour, they create a flattering and soft match between hair colour and skin tone.



### 3. Demand Drivers of Cool Colours Today

People today are gravitating to cool tones as these shades are very much on trend when it comes to fashion. Fashion-aware consumers are influenced by these trends. There are several reasons why the cool tones are resonating with people today.

Cool colours help to soothe, quiet, and relax us. With so many challenges and a feeling of heaviness pervasive around the world, we are gravitating to colours that provide comfort and balance the stress we are feeling. This feeling of calm evoked by cool colours is also connected to our physical health and mental well-being and are thought of as life-enhancing.

Cool tones such as ash and silver, or those with a green or blue undertone are considered pristine, hyper-modern, futuristic, and forward facing, something very important as we move into a new way of minimalistic living and thinking and understated sophistication.

Through these last couple of years, we have seen a shift by some people to embrace their natural hair colour shades. The usage of product in cool tones helps to enhance this natural appearance by injecting some vitality into their natural lighter shade.

Because these cool tones most frequently occur in nature, there is a universality to them. It is because of their natural place in our environment that they blend so beautifully with all other hues. Highly versatile, if the hair is coloured with cool tones, then you could wear any other colour family and it would not clash, but would instead act to enhance, flatter and compliment.

And that is why, having a portfolio of cool shades is becoming increasingly important to hairdressers in order to provide neutralisation services to cater customers' fashion-forward tastes and lifestyles.

The new IGORA COOLS portfolio enables colourists to offer shades with the perfect level of neutralisation and long-lasting true cool results to fulfil customers' most sought-after services.

# 04

## IGORA portfolio

Now that you learned the colour fundamentals, let's have a look at the IGORA portfolio. The shades within our IGORA cool portfolio are formulated with a specific pigment combination to offer the perfect level of neutralisation, counteracting occurring warm underlying tones even on dark bases. We offer complementing shades in the IGORA ROYAL as well as IGORA VIBRANCE portfolio to enable any colourist to work with the Dual Application system for a perfectly equal colour result, without the risk of overpigmentation.

### 1. Numbering system

To keep things simple and create a portfolio that is super effective and easy to use, ours is based on a combination of up to 3 numbers. The number in front of the dash (5-) indicates the depth of the shade and tells you the ideal level of depth to choose in order to achieve true-to-tuft results. The numbers after the dash (-88) represent the primary and secondary tone direction. The IGORA colour wheel provides a clear overview of where each IGORA shade falls within the spectrum and helps you choose the correct formula for every client. As you learned, shades directly opposite each other or with the same intensity will cancel each other out.

# 5 - 88

- |                              |                        |
|------------------------------|------------------------|
| <b>Level of depth:</b>       | <b>Tone direction:</b> |
| <b>1-</b> Black              | <b>-0</b> Natural      |
| <b>3-</b> Dark brown         | <b>-1</b> Cendré       |
| <b>4-</b> Medium brown       | <b>-2</b> Ash          |
| <b>5-</b> Light brown        | <b>-3</b> Matt         |
| <b>6-</b> Dark blonde        | <b>-4</b> Beige        |
| <b>7-</b> Medium blonde      | <b>-5</b> Gold         |
| <b>8-</b> Light blonde       | <b>-6</b> Chocolate    |
| <b>9-</b> Extra light blonde | <b>-7</b> Copper       |
| <b>10-</b> Ultra blonde      | <b>-8</b> Red          |
|                              | <b>-9</b> Violet       |



## 2. Cool shade assortment

Our IGORA ROYAL and IGORA VIBRANCE portfolios both offer a dedicated assortment of cool shades, providing you the perfect tonal directions you need for working on different levels of depth and counteracting the different underlying tones. Whether it is beautiful cendré tones, enticing ash shades or strongly neutralising matte shades especially for darker bases.

We offer harmoniously complementing portfolios between IGORA ROYAL and IGORA VIBRANCE to truly meet hairdressers' and clients' needs in both permanent and demi-permanent ranges. IGORA ROYAL is ideal for high-performance colours with long-lasting results, while IGORA VIBRANCE is perfect for low-commitment looks or colour refresh services. In addition, as the porosity of hair can affect how the colour deposits and reflects, a demi-permanent colour will sometimes deposit more evenly and give the hair more shine. Finally, with the matching portfolios, it has never been easier to use the Dual Application system, creating the most even and beautiful colour result for your client. Learn more on the Dual Application technique in our key service section.

IGORA ROYAL					
-1	-11/-12/-13	-16/-19	-21/-31	-22/-23	-24/-29/-33
9-1	9-11	9-19			9-24
8-1	8-11	8-19	8-21		
7-1	7-13		7-21		7-24
6-1	6-12	6-16	6-31	6-23	6-29
5-1	5-13	5-16	5-21		
					4-33
				3-22	
1-1					

New IGORA ROYAL Shades

IGORA VIBRANCE			
-1/-11/-12	-12/-13/-16/-19	-21/-23	-24/-33
9-1	9-12		9-24
8-11	8-19		
7-1		7-21	7-24
6-12	6-16	6-23	
5-1	5-16	5-21	
	4-13		4-33
	3-19		

New IGORA VIBRANCE Shades



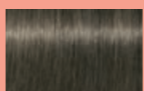
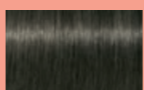
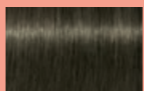

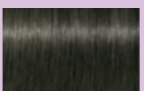
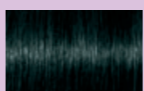
Discover how to best use our IGORA ROYAL and IGORA VIBRANCE cool portfolio. The chart below provides you with the best tone direction to use on each level of depth, to have a beautiful, cool result. Another thing to keep in mind is that cool blondes appear darker, because the eye absorbs darker tones while warm tones reflect light and appear lighter! Be inspired and try for yourself.

Level of depth	Underlying tones	-1	-11	-12	-13	-19	-21	-23	-31	-33
8	Yellow orange	X	X	X		X				
7	Orange yellow	X	X	X	X	X	X			
6	Orange			X	X		X	X	X	
5	Red orange						X	X	X	X
4	Red							X	X	X

### 3. Working with the new shades

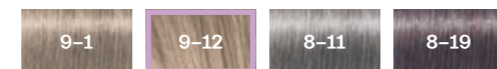
A cool colour service can be demanding and challenging, and clients have high expectations. To help you provide the best experience to your client, we have listed some common use cases for our new cool shades. Explore the chart to discover on which levels of depth they are best used, to be inspired by some creative mixing proposals and to maintain the colour results.

**EXPERT TIP**  
 Mix one part of an IGORA ROYAL Natural shade with two parts of your chosen IGORA ROYAL Cool Fashion shade to achieve 100% white hair coverage.

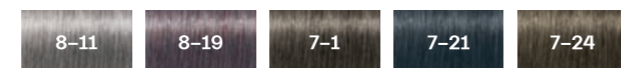
Product	Expert tip	Creative mixing proposals	Maintenance, to be refreshed with
<b>IR 9-11</b> 	to be used on levels of depth 7 & 8 to counteract unwanted yellow-orange	9-11+ 9-19 (1:1), 9-11 + 9-42 (2:1)	Chroma ID 9,5-1 or 9-12
<b>IR 9-19</b> 	to be used on levels of depth 8 & 9 to counteract unwanted yellow	9-19 + 9-11 (2:1), 9-19 + 9-24 (2:1)	Chroma ID 9,5-19 or 8-19
<b>IR 7-13</b> 	to be used on levels of depth 5 - 7 to counteract orange	7-13 + 7-21 (2:1), 7-13 + 7-24 (1:1)	Chroma ID 8-19 or 7-1 (alternatively mix: 9,5-1 + 6-12 (10:1))
<b>IR 6-23</b> 	to be used on levels of depth 4 - 6 to counteract orange-red	6-23 + 6-29 (2:1), 6-23 + 6-31 (3:1)	Chroma ID 6-12 or 7-1 (alternatively mix: 9,5-1 + 6-12 (10:1))
<b>IR 6-31</b> 	to be used on levels of depth 4 - 6 to counteract red-orange	6-31 + 6-23 (2:1), 6-31 + 5-21 (2:1)	Chroma ID 6-12 or 7-1 (alternatively mix: 9,5-1 + 6-12 (10:1))
<b>IV 9-12</b> 	to be used on levels of depth 8 & 9 to counteract unwanted yellow	9-12 + 9-1 (1:1), 9-12 + 9-42 (2:1)	Chroma ID 9-12
<b>IV 6-23</b> 	to be used on levels of depth 5 & 6 to counteract orange-red	6-23 + 7-24 (2:1), 6-23 + 5-16 (1:1)	Chroma ID 6-12 or 5-1
<b>IV 4-33</b> 	to be used on levels of depth 3 - 5 to counteract red	4-33 + 3-19 (3:1), 4-33 + 5-21 (1:1)	Chroma ID 5-1 or Blue

#### Our favorite IGORA ROYAL and IGORA VIBRANCE shades to...

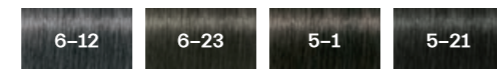
neutralise unwanted yellow underlying tones on light blonde & extra light blonde levels of depth:



neutralise unwanted yellow- orange underlying tones on medium blonde & light blonde levels of depth:



neutralise unwanted orange-red underlying tones on light brown & dark blonde levels of depth:



neutralise unwanted red underlying tones on dark brown up to light brown levels of depth:



— Only IGORA VIBRANCE



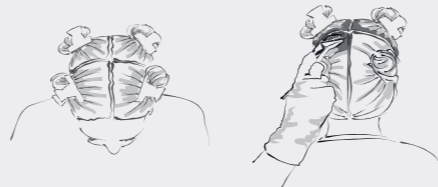
# 05

## Key techniques & services

### 1. Classic Root Application

1. In case of sensitive scalp apply the Schwarzkopf Professional Scalp Protect to protect the scalp from irritation
2. Apply the IGORA ROYAL mixture immediately after preparation to dry hair, do not shampoo before
3. Apply in fine sections, onto the roots using a generous quantity of product to ensure the best possible result
4. Leave to develop for 30 to 45 minutes
5. Stabilise the hair with Schwarzkopf Professional Hair Sealer

**Expert Tip** - Mix 1 part IGORA ROYAL Natural shade with 2 parts of your chosen IGORA ROYAL Cool shade to achieve 100% white hair coverage with IGORA ROYAL Oil Developer 6% | 20 Vol.



### 2. Dual Application

1. In case of sensitive scalp apply the Schwarzkopf Professional Scalp Protect to protect the scalp from irritation
2. Apply the chosen IGORA ROYAL mixture on dry un-shampooed hair immediately to areas of re-growth. Leave to develop for 15 to 20 minutes
3. Apply IGORA VIBRANCE evenly on damp mid-lengths and ends and leave to develop for another 10 - 20 minutes
4. Stabilise the hair with Schwarzkopf Professional Hair Sealer

**Expert Tip** - To dampen the mid lengths and ends, please use the applicator bottle with 100ml of water



### 3. White Blending

1. Apply the IGORA VIBRANCE mixture onto towel-dried, clean and treated hair

**At the station:** Use the comb brush for natural blending of the product

**At the basin:** Use the applicator bottle to apply the product evenly onto the hair for full head application by taking sections using the nozzle

2. Leave to develop for up to 20 minutes

**Expert tip** - For coverage up to 70% please intermix the selected IGORA VIBRANCE shade with any IGORA VIBRANCE Natural Extra -00 shade (1:1)



### 4. Soft Neutralisation

1. Root application for 30 to 45 minutes processing time
2. Dampen the hair by using 100ml of warm water in an applicator bottle
3. Emulsify the IGORA ROYAL root colour to the lengths and ends
4. Work the colour through using your hands
5. Leave to develop for another 3 to 5 minutes



### 5. Moderate Neutralisation

1. Apply the CHROMA ID mixture onto towel-dried, clean and treated hair
- At the station:** Use the brush & bowl for precise placement of the product
- At the basin:** Use your hands to apply the product evenly onto the hair for full head application by taking sections using a comb
2. Leave to develop for 5 to 10 minutes



### 6. Intense Neutralisation

1. Apply the IGORA VIBRANCE mixture onto towel-dried, clean and treated hair
- At the station:** Use the brush & bowl for precise placement of the product
- At the basin:** Use the applicator bottle to apply the product evenly onto the hair for full head application by taking sections using the nozzle
2. Leave to develop for 5 to 20 minutes



**Expert tip** - Start application on the warmest areas

### 7. Lowlight Technique

Divide the hair into 3 sections (nape area, horse-shoe section, top of head)

**Nape Area:**

1. Working on diagonal sections on one side using a 3cm wide section and alternate colours from roots to ends
2. Continue in the middle and on the other side
3. Protect colour by using foils

**Horse-Shoe Section:**

1. Work diagonally with a crescent section, same size as before and apply colour from roots to ends
2. Alternate between colours and make sure that your next sections are overlapping with the previous diagonal section
3. Protect colour by using foils

**Top section:**

1. Work with crescent sections, criss-cross from left to right applying colour from roots to ends
2. Alternate between colours and make sure that your next sections are overlapping with the previous crescent section
3. Protect colour by using foils



**MALE EXPERT TIP**

When working on male clients, follow the exact same steps for the Nape Area. Then move directly to the Top section, but instead of working with crescent sections, use diamond sections to give more of an even blend.

# 06

## Maintenance

As for every hair colouration, colour pigments tend to fade and change over time. To prolong the colour and maintain clients' expectations, the Schwarzkopf Professional House of Colour offers you all the products you need.

### 1. Dual Application with IGORA VIBRANCE

IGORA VIBRANCE is our state of the art moisturising demi-permanent hair colour, with a liquid formula that can turn into a gel or a cream for more service options. The Dual Application system combines permanent hair colour (IGORA ROYAL) for the re-growth area with demi-permanent hair colour (IGORA VIBRANCE) for the mid-lengths and ends. This method avoids overpigmentation in hair lengths and ends and leaves the hair in optimal condition for a longer, shinier cool colour result.



### 2. Refresh or neutralise with Chroma ID

Chroma ID is our semi-permanent mix and tone colour system with integrated bonding technology that matches our IGORA ROYAL and IGORA VIBRANCE tone directions. Use Chroma ID between colours to refresh dull mid-lengths and ends and to increase longevity of IGORA ROYAL and IGORA VIBRANCE.

Chroma ID is also perfect for neutralisation services with any of the cool Bonding Color Masks.

- Use any of the cool Bonding Color Masks (9,5-1, 9,5-19, 8-19, 6-12, 5-1) or intermix 1-5g of any of the cool, intense Bonding Color Masks (Pink, Purple or Blue) with 50g of any of the cool Bonding Color Masks
- Apply the mixture evenly on pre-washed and towel dried hair
- Leave in to develop for 5 to 10 minutes. Keep visual control
- Rinse well until water runs clear



# 07

## Dos and don'ts

In a salon, every service starts with a consultation. When it comes to cool services, we want to provide you with the right tips so that the consultation is as smooth as possible. We also support you with our physical consultation tool providing colour theory and helping you find the perfect cool shade for neutralising your client's hair!



#### EXPERT TIP

Use the Schwarzkopf Professional House of Color App as a guidance during the consultation process.

### 1 COLOUR NEEDS

Like for any service, start with open questions and listen to your client's hair challenges and wishes. It is particularly challenging with cool services because the language used by clients can be different; they often talk about cool when they mean "neutral" colour results. Our tip is to use visual aids and before/after pictures to set correct expectations. You can also make use of the new physical consultation tool offered with the collection to find the perfect cool colour for your client.

### 2 DIAGNOSIS

The diagnosis is the base for any service and recommendation. For cool colour services, it is extremely important to analyse the level of depth, to understand which underlying tone is going to be revealed and to define hair condition, as it will play a big role in how the colour will deposit on the hair.

### 3 APPLICATION

For cool shades, do not apply to the area up to 2cm from the hairline on the first application. Apply a neutralising shade to that area last to prevent overpigmentation.

### 4 POST COLOUR CARE

To maintain a vibrant and long-lasting cool colour, we recommend to use the Schwarzkopf Professional care products specifically designed to protect coloured hair. Discover the BC BONACURE pH 4.5 Color Freeze range, our first colour-locking hairtherapy for zero fade. Explore the BLONDEME cool blondes range with a neutralising shampoo, spray conditioner and mask, to remove brassiness and neutralise yellow underlying tones.

### 5 MAINTENANCE ROUTINE

Cool colours tend to fade away quickly. For anti-yellow effects on light blonde or white levels of depth or anti-orange effects on dark blonde levels of depth or cool tones, create a personalised plan with your clients using Chroma ID in-salon refreshment service or the at-home masks. To prolong the colour, offer extra in-salon services such as gloss or refresh for a long-lasting colour.



