

IGORA ZERO AMM


Schwarzkopf
PROFESSIONAL



Together. A passion for hair.

IGORA ROYAL

Has been **trusted by colourists**
for **over 60 years.**

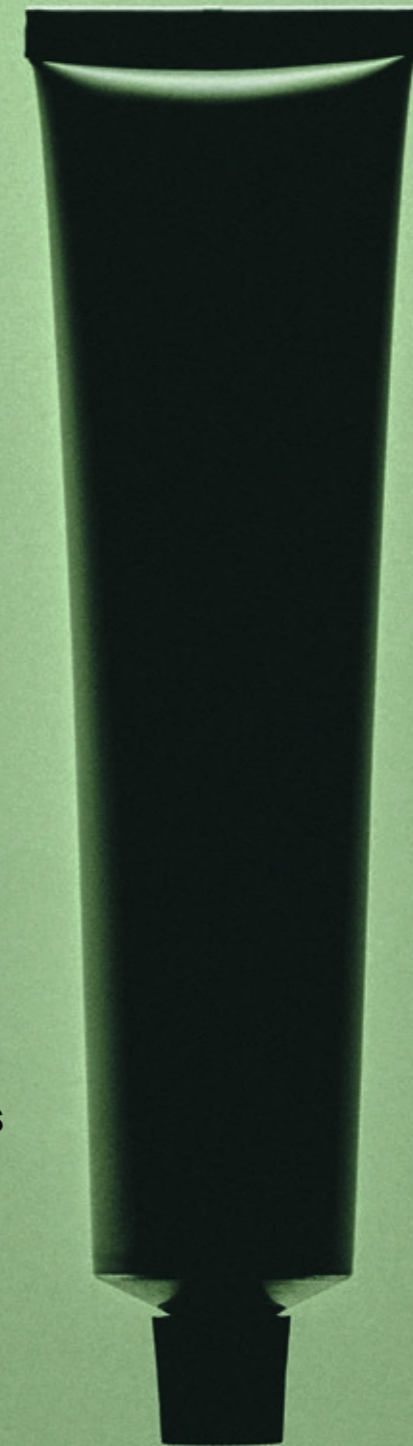


Available in over 120 countries **we are always striving to provide you the colourist with an impactful portfolio to support your business and your craft.**

Our priority, at Schwarzkopf Professional, is **delivering products with 100% performance.**

We want to support you, inspire you and push you to...

... be the Colourist you want to be. Because everything you need is already inside.



Introducing **IGORA ZERO AMM**,
a new range with the known
reliability of **IGORA**.



IGORA ZERO AMM is a permanent colouration free from ammonia and ammonia odour for a pleasant experience and natural-looking colour results.

IGORA ZERO AMM is formulated with Phytolipid Technology, vegan ingredients and wrapped in sustainable packaging.

**ZERO AMMONIA.
ZERO COMPROMISE.**

Zero ammonia for a maximised colour result

The new IGORA ZERO AMM:

- **100% Ammonia-free.**
- Natural-looking **true-to-tone** results.
- Up to **100% white coverage.**
- **Improved** colour direction, coverage & neutralisation.*
- Up to **3 levels of lift** (10-series) & Improved highlift colour performance.*
- **Replaces** Essensity from the Schwarzkopf Professional Portfolio.



*Vs Essensity

Learn more about IGORA ZERO AMM



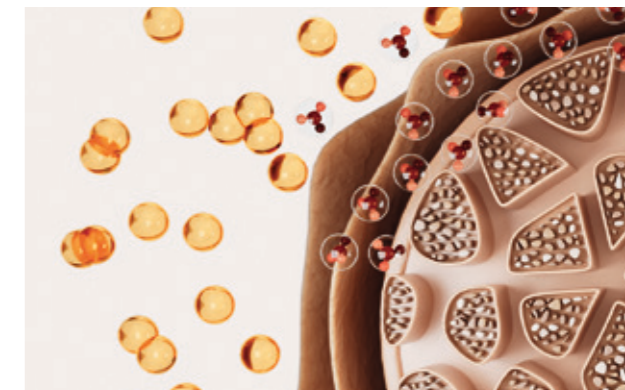
Zero compromise with a trusted technology

The formulation with the **Phytolipid-Technology**, contains a blend of natural micronised oils and optimised pigment mixes for an equal pigment penetration from root to ends.

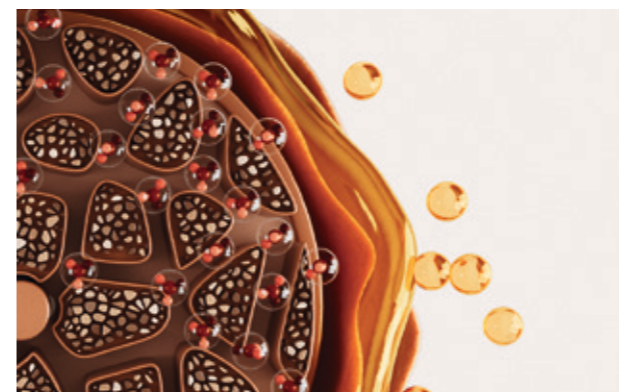
1 Optimised blend of pigment mixes and natural micronised oils for natural true-to-tone colour results.



2 Micronised oils increase diffusion efficacy to actively push pigments into the hair for an equal pigment penetration.



3 The pigment mixes penetrate the cortex more effectively for advanced performance.



4 The precious blend of natural micronised oils with omega 9 seals the cuticle for optimal care performance and long-lasting intense colour results.



Learn more about the Phytolipid Technology



Optimised and convenient portfolio

The assortment has been formulated to be easily used with the IGORA ROYAL Oil Developers.

No extra Developer needed, saving your business the cost of holding additional stock.

Before



Now



14 new shades for a full portfolio of 46

Cendré / Ash / Matt				Beige		Chocolates
-1	-13	-21/ -23	-31	-42	-46	-6
9-1	4-13	7-21	6-31	9-42	8-46	6-6
7-1		6-23		7-42	6-46	4-6
5-1		5-21				

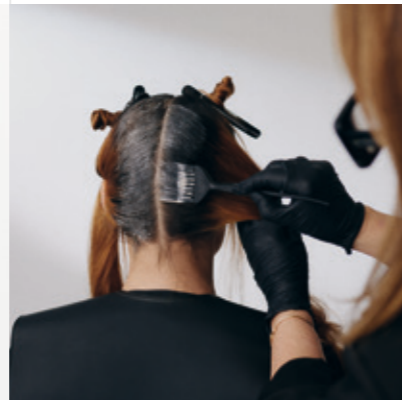
Offer 100% ammonia free dual application from root-to-ends combining IGORA ZERO AMM & IGORA VIBRANCE in one service.



Offer your clients 100% ammonia free colour services

With the dual application of IGORA ZERO AMM and IGORA VIBRANCE you can now offer your clients a brand new ammonia and odour free colour experience.

Discover Muted Bronze, this season's trending look, a modern twist of copper and golden tones.



Check out the process to bring this look to life



Reduce your environmental impact

We are committed to continuing our journey together with you, as one of the most sustainable hair colour brands on the market.

- 100% recycled aluminium tubes

- 100% recycled plastic cap

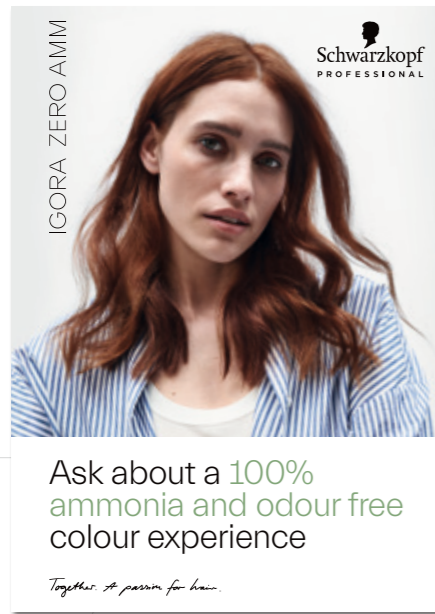


- Min. 92% recycled cardboard

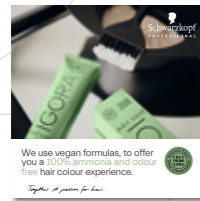
Live the full salon experience

Brand your salon with posters, stickers, promo cards and salon tools.

Check out our educational assets



WINDOW POSTER



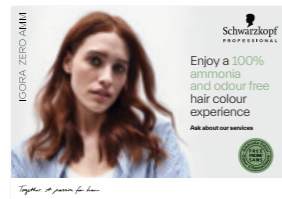
DOOR STICKER



SCENT CARD



PROMO CARD



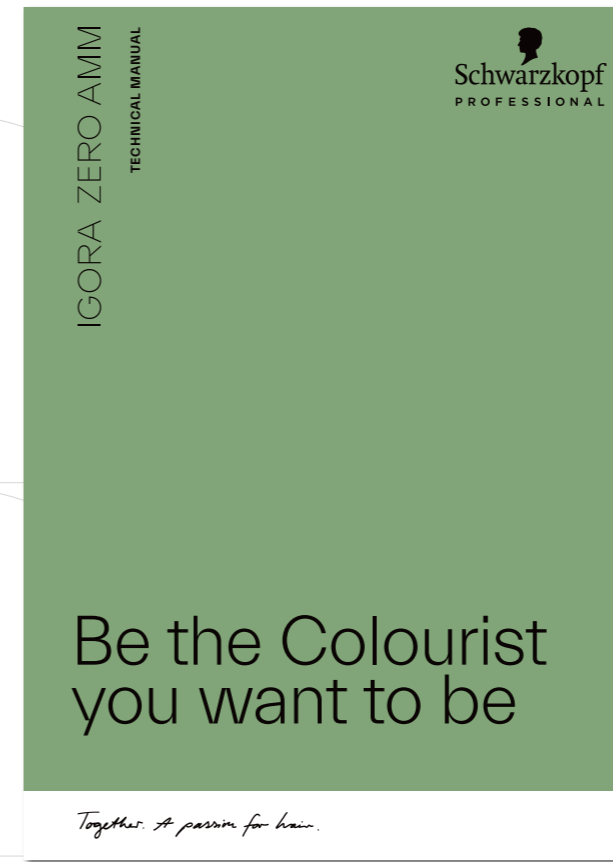
MIRROR STICKER



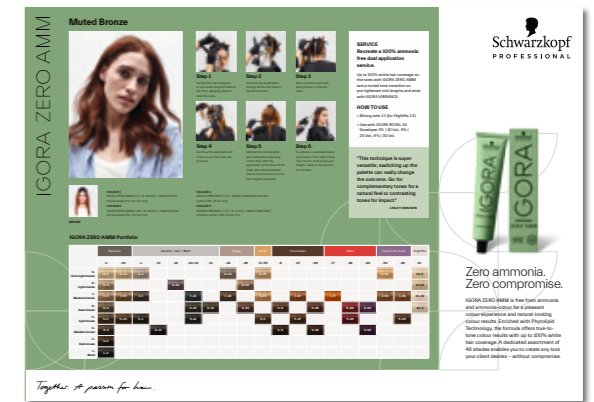
NEW COLOUR CAPE



APPLICATION BOTTLE, COLOUR BRUSH AND COLOUR BOWL



TECHNICAL MANUAL



BACKWASH POSTER



TECHNICAL BOOKLET

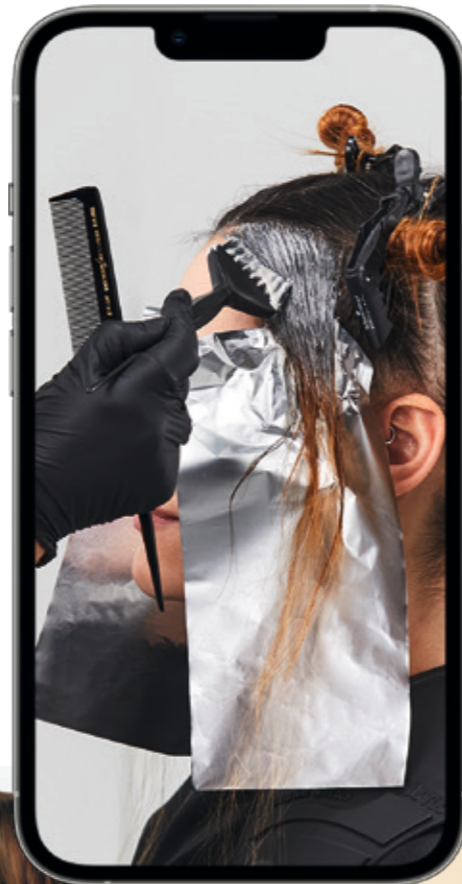
Discover the exclusive educational journey of the new IGORA ZERO AMM

BLENDED LEARNING JOURNEY:

Enjoy access to digital and physical classes offering quick on-the-spot access for all your learning needs.

INTERACTIVE COURSES AND ACTIVITIES:

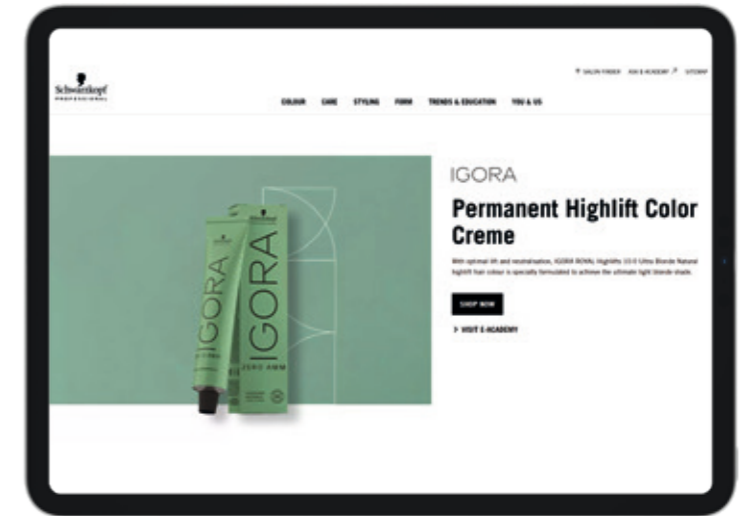
Giving you the freedom to access the classes at your own speed and re-visit any topic as needed.



HANDS-ON SESSIONS:

Paired with local experts and focusing on how to create the best experience, results and new salon services with IGORA ZERO AMM.

Explore our ammonia free digital world



NEWSLETTER:

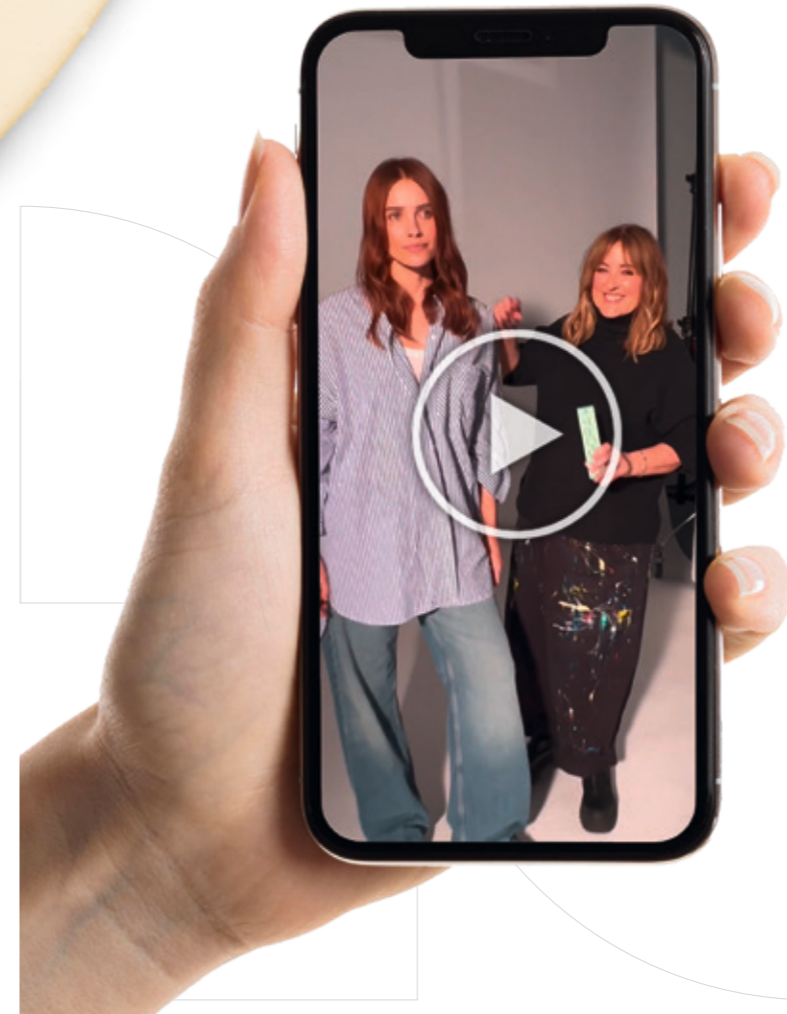
Be informed first hand on everything that is **new**.

WEBSITE:

Dive into the world of IGORA ZERO AMM and discover the assortment on our dedicated landing page.

SOCIAL MEDIA:

Follow us closely on **@schwarzkopfpro** from September onwards - we will introduce the **new** IGORA ZERO AMM with inspiring, educational and explanatory content.



Get to know the full IGORA ZERO AMM assortment

	Naturals		Cendré / Ash / Matt					Beige		Golds	Chocolates			Reds			Fashion & Cover		Highlifts
	-0	-00	-1	-13	-19	-21/-23	-31	-42	-46	-5/-55	-6	-67	-68	-77	-88	-99	-50	-60	10-
9- Extra light blonde	9-0	9-00	9-1					9-42		9-55							9-50		10-0
8- Light blonde	8-0				8-19				8-46										10-14
7- Medium blonde	7-0	7-00	7-1			7-21		7-42		7-55		7-67		7-77			7-50	7-60	10-19
6- Dark blonde	6-0					6-23	6-31		6-46		6-6		6-68		6-88	6-99			10-2
5- Light brown	5-0	5-00	5-1			5-21				5-5		5-67			5-88			5-60	
4- Medium brown	4-0			4-13							4-6		4-68			4-99			
3- Dark brown	3-0																		
1- Black	1-0																		

Discover all the other colour possibilities IGORA offers to your business

 <p>Use our IGORA ROYAL Oil Developers for optimal colour intensity.</p>	IGORA ROYAL Naturals	IGORA ROYAL Natural Extra	IGORA ROYAL Fashion Tones	IGORA ROYAL Specialties	IGORA ROYAL Highlifts	IGORA ROYAL Absolutes	IGORA ROYAL Silver Whites	IGORA ROYAL Fashion Lights	IGORA Color 10	IGORA Vibrance	<p>PRO tip: Don't forget you can pair IGORA VIBRANCE & IGORA ZERO AMM for a perfect dual application.</p>
											
	Shades -8	Shades -5	Shades -69	Shades -17	Shades -12	Shades -27	Shades -4	Shades -5	Shades -17	Shades -79	

ZERO AMMONIA ZERO COMPROMISE


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PROFESSIONAL



NEW IGORA ZERO AMM

46 permanent shades with Phytolipid Technology and plant-based oils for up to 100% white hair coverage and up to 3 levels of lift.

Find out more



**BE THE COLOURIST
YOU WANT TO BE**

Together. A passion for hair.

#schwarzkopfpro #togetherapassionforhair
#BelGORA #ZeroAMM



www.schwarzkopfpro.com