

TECHNICAL MANUAL



FOR EVERY YOU.



Discover **IGORA ZERO AMM** Zero ammonia. Zero compromise.

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

A dedicated assortment of 52 shades, ranging from comforting honey to vibrant red, enables you to create any look your client desires – for a pleasant colour experience without compromise. Enriched with Phytolipid Technology, the formula offers true-to-tone colour results with up to 100% white hair coverage. All IGORA ZERO AMM formulations are vegan, free from silicones and without added fragrance.



ZERO AMMONIA FOR A MAXIMISED COLOUR RESULT

IGORA ZERO AMM

- 100% ammonia-free
- Natural-looking **true-to-tone** results
- **Long-lasting, intense** colour results
- Up to **100% white coverage**
- Up to **3 levels of lift** (10-series)



Learn more
about IGORA
ZERO AMM



ZERO COMPROMISE WITH A TRUSTED TECHNOLOGY

The formulation with Phytolipid Technology, contains a blend of natural micronised oils and optimised pigment mixes, for equal pigment penetration from root to tips. The micronised oils, consisting of Grape seed oil & Apricot kernel oil, help to improve the colour performance for long-lasting true-to-tone colour results. Infused with Omega 9 unsaturated fatty acids, the oils envelop the hair, supporting the moisture balance inside for optimal care performance.

Instead of ammonia, IGORA ZERO AMM is formulated with an alternative alkalisng agent called monoethanolamine (MEA). MEA provides the same pH value as ammonia while being nearly odourless for a more pleasant colour experience.

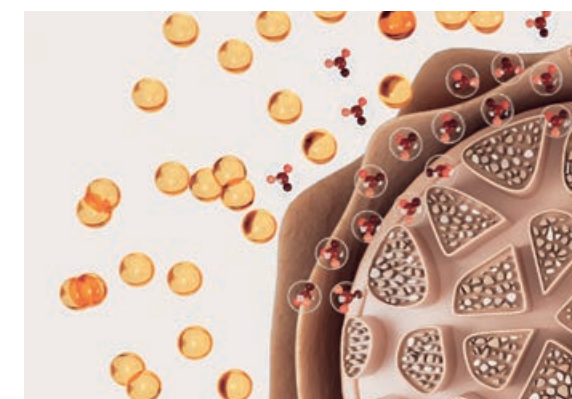
1

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



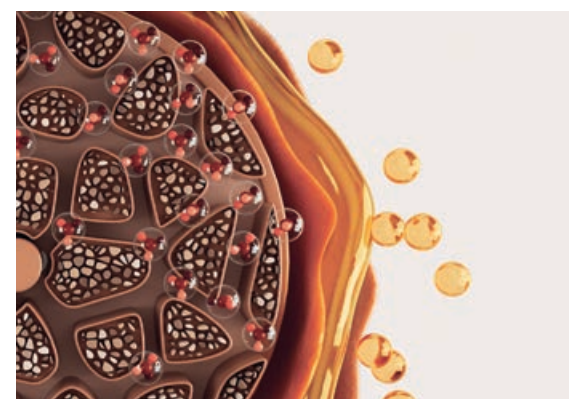
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Micronised oils increase diffusion efficacy to actively push pigments into the hair for equal pigment penetration.



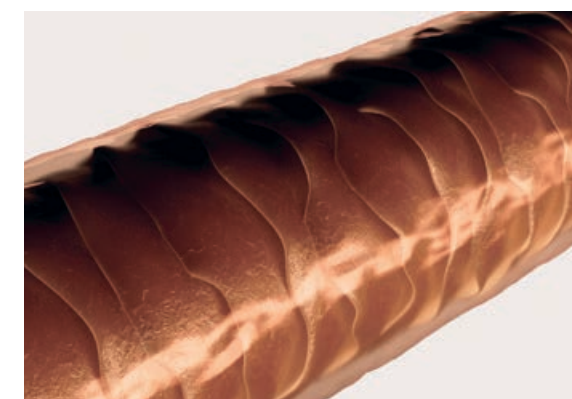
3

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





IGORA NUMBERING SYSTEM

To keep things simple and create a portfolio that is super effective and easy to use, our numbering system 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-tone results. The numbers after the dash (-21) represent the primary and secondary tone direction. The IGORA ZERO AMM colour wheel provides a clear overview of where each IGORA ZERO AMM shade falls within the spectrum and helps you choose the correct formula for every client. As you learnt, shades directly opposite each other or with the same intensity will cancel each other out.

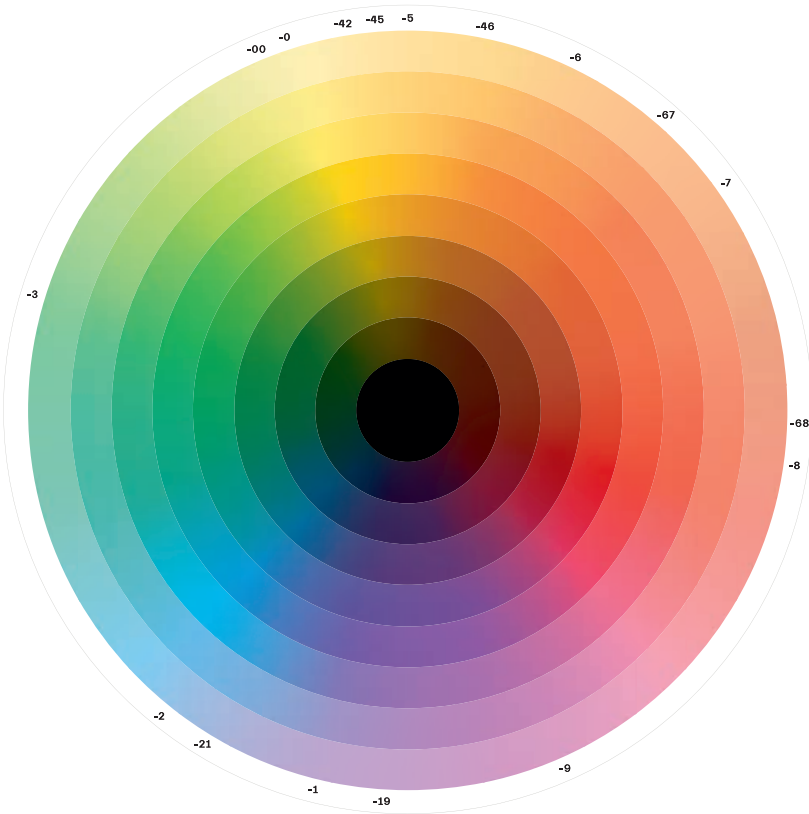
5 - 21

The IGORA ZERO AMM Colour Wheel

- Level of depth:

 - 1 - Black
 - 3 - Dark brown
 - 4 - Medium brown
 - 5 - Light brown
 - 6 - Dark blonde
 - 7 - Medium blonde
 - 8 - Light blonde
 - 9 - Extra light blonde
 - 10- Ultra blonde
- Tone direction:

 - 0 Natural
 - 1 Cendré
 - 2 Ash
 - 3 Matt
 - 4 Beige
 - 5 Gold
 - 6 Chocolate
 - 7 Copper
 - 8 Red
 - 9 Violet



All IGORA ZERO AMM formulas are specially designed to be used with IGORA ROYAL Oil Developer or IGORA VIBRANCE Activator Gel/Lotion.

IGORA DEVELOPER USAGE TABLE

Levels of Lift	
5 Levels	
4 Levels	
3 Levels	
2 Levels	
1 Level	
0 Levels	1.9% 6 Vol. 3% 10 Vol. 6% 20 Vol. 6% 20 Vol. 9% 30 Vol. 9% 30 Vol.
Colouring Darker	High Lifting Colour

IGORA DEVELOPER USAGE GUIDE

IGORA VIBRANCE Activator Gel/Lotion 1.9% 6 Vol.	IGORA ROYAL Oil Developer 3% 10 Vol.	IGORA ROYAL Oil Developer 6% 20 Vol.	IGORA ROYAL Oil Developer 9% 30 Vol.	
- Refreshing mid-lengths and ends	- Colouring darker hair - Covering up to 100% white hair - Depositing colour on pre-lightened hair	- Tone-on-tone colouration - 1-2 levels of lift - Up to 100% white hair coverage with IGORA ZERO AMM Natural Extra (-00) on thick, resistant, more than 90% white hair - Refinement / brightening of blonde mid-lengths and ends. To be mixed with Schwarzkopf Professional Color Enablers Hair Sealer (1:1:1)	- Colouring with -00 series - 2-3 levels of lift - Lifting up to 3 levels with the IGORA ZERO AMM Lifting shades (10-)	



IGORA ZERO AMM PORTFOLIO

	Naturals			Cendré / Ash / Matt					Beige		Golds		Chocolates			Reds			Coverage		Highlifts
	-0	-00	-06	-1	-13/-16	-19	-21/-23	-31	-42	-46	-5/-51/-55	-57	-6	-67	-68	-7/-77	-88	-99	-50	-60	10-
9-Extra light blonde	9-0	9-00		9-1					9-42		9-55					9-7			9-50		10-0
8-Light blonde	8-0		8-06			8-19				8-46	8-51										10-14
7-Medium blonde	7-0	7-00		7-1	7-16		7-21		7-42		7-55	7-57				7-77			7-50	7-60	10-19
6-Dark blonde	6-0		6-06				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		10-51
4-Medium brown	4-0				4-13								4-6		4-68			4-99			
3-Dark brown	3-0																				
1-Black	1-0																				



	Natural (-0, -06)	Natural Extra (-00)	Fashion & Cover (-50, -60)	Fashion shades (-1, -2, -3, -4, -5, -6, -7, -8, -9)	Highlifts (10-)
Coverage	 Up to 100%	 Up to 100%	 Up to 100%	 Up to 50%*	 None
Levels of Lift	 Up to 2–3	 Up to 2–3	 Up to 2–3	 Up to 2–3	 Up to 3
Oil Developer	3% 10 Vol. 6% 20 Vol. 9% 30 Vol.	6% 20 Vol. 9% 30 Vol.	3% 10 Vol. 6% 20 Vol. 9% 30 Vol.	3% 10 Vol. 6% 20 Vol. 9% 30 Vol.	9% 30 Vol.
Mixing ratio	1:1				1:2
Development time	30–45 mins				

*Up to 100% when mixed with IGORA ZERO AMM Natural shade (2:1)



POLYCHROME SERVICE: THE NEW DIMENSION OF COLOUR

More than just a technique, the Polychrome colour service is a new, exclusive upgrade that **elevates your colour offering into a personalised masterpiece.**

A salon-exclusive experience, Polychrome is a popular colour service designed to elevate any tone – from subtle naturals to bold fashion shades – across all hair textures and base colours. The service features a technique of easy, customisable placements, using two to four carefully chosen shades that contrast and harmonise. The result is a multi-tonal dimensional, premium finish that feels bespoke, yet is fast and efficient to execute in a salon environment.

Polychrome responds to a growing need for unique, trend-forward experiences that can't be achieved at home. It puts individuality and self-expression at the forefront of the hair colouring experience.



POLY
CHROME



POLY
CHROME

The Polychrome service is low maintenance but high impact.

ROZAN ZONNEVELT



HOW TO RECOGNISE POLYCHROME COLOUR

1 Multiple tones seamlessly blended

It's a **palette of 2 to 4 shades**, subtly layered or woven together, that contrast and complement each other (**cool and warm, light and dark, or soft and vivid tones**).

2 Smart Placement

Polychrome colour isn't applied all over – it's applied above the **hatline** (parietal bone) in key areas that catch light like surface layers or around the face.

3 Refined Dimension without obvious lines

The effect is **sophisticated and polished** with no harsh blocks or stripes.

4 Signature Feel

It stands out because it feels **personalised** – a base colour is enhanced with a twist that expresses **personality and style**, not trend alone.

Think of it as a **custom accent** that adds luxury and identity to a classic colour.

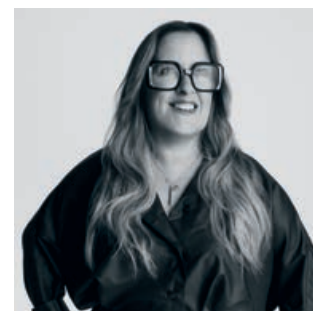
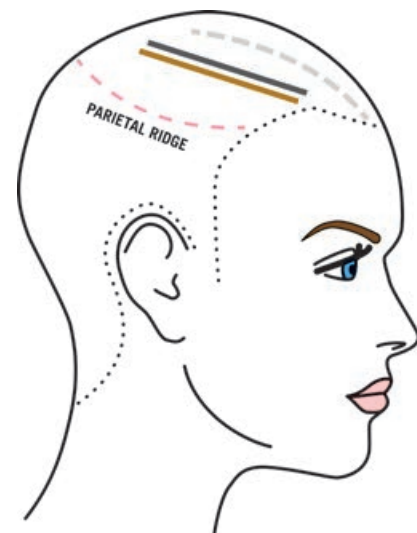
5 Professional Finish

Achievable **only in the salon**, due to the thoughtful shade selection and expert blending.



HOW TO CREATE THE POLYCHROME LOOK

- 1 Identify the focal point where you want to create visual interest – usually near the hatline or parietal ridge.
- 2 Assess the hair's parting, density and natural distribution to guide balanced, seamless placement.
- 3 Leave a soft veil of base colour to gently diffuse the added tones and maintain a refined finish.
- 4 Select 2 to 4 shades that introduce contrast through level and/or tonality. Ensure at least 2–3 levels difference in depth to achieve visible dimension.
- 5 Place 1 to 3 horizontal slices (or weaves) back-to-back in the chosen focal area, ideally above the parietal bone.
- 6 Adjust the slice width based on colour contrast – use finer slices for bolder tones, and wider slices for softer, tonal blends.



LESLEY JENNISON

Polychrome is a really great way to celebrate every hairdresser's artistry.

POLYCHROME SERVICE PRO TIPS

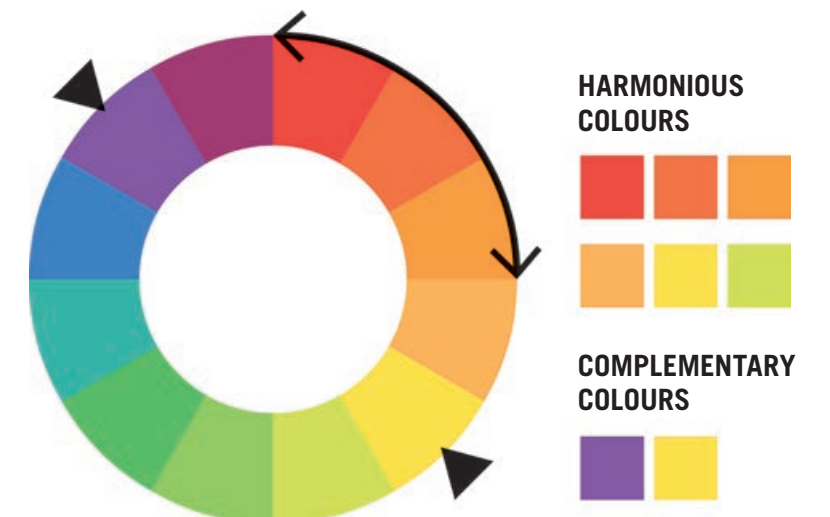
Consultation & Colour Planning

- Identify the client's base colour and desired outcome (natural, bold, subtle, vibrant)
- Determine the complementary and harmonious colours that will enhance the base (e.g. for a blue base, warm orange or copper tones work well)
- Consider skin tone, eye colour and personal style to select hues that harmonise



Select your Colour Palette

- Pick 2 to 4 colours:
 - **Base colour** (dominant)
 - **Complementary hues** (for contrast)
 - **Harmonious colours** (for harmony and depth)
 - Optional: Neutral shades to blend and soften transitions
- For best results, select shades that are 2 to 3 levels lighter or darker than the base colour
- Use swatches or digital tools to visualise combinations



Scan here
to learn
more on the
eAcademy



POLYCHROME CINNAMON



This copper look is a beautiful spectrum of 3 different shades, some more gold, others a bit more reddish. Together they create a modern multi tonal result.



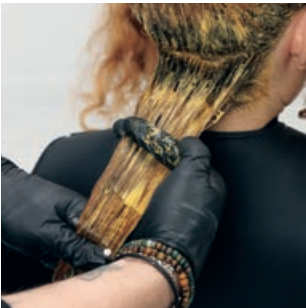
Colour crafted by
ARJAN BEVERS



BEFORE



STEP 01
Take a T-section and apply Colour 1 to roots.



STEP 02
Apply Colour 2 to mid-lengths and ends from back upward; blend the colours with fingers.



STEP 03
Above the ear, take a large diagonal zigzag and apply Polychrome Colour 1.



STEP 04
Apply Polychrome Colour 2 to the remaining negative weave.



STEP 05
Repeat zigzag placement 2–3 times per side, follow head shape, develop 30–45 min, complete post-colour service.

The modern halo: engineered volume meets free-form expression. This look focuses on cutting curls to be individual rather than perfect, with styling that creates freedom and texture as unique as the person wearing them.



COLOURS USED

COLOUR 1 (ROOTS): IGORA ZERO AMM 7-16 + IGORA ZERO AMM 7-57 (1:1) with IGORA ROYAL Oil Developer 6% | 20 VOL. (1:1)

COLOUR 2 (MID-LENGTHS & ENDS): IGORA ZERO AMM 9-7 with IGORA ROYAL Oil Developer 3% | 10 VOL. (1:1)

POLYCHROME COLOUR 1: IGORA ZERO AMM 9-55 + IGORA ZERO AMM 7-77 (4:1) with IGORA ROYAL Oil Developer 3% | 10 VOL. (1:1)

POLYCHROME COLOUR 2: IGORA ZERO AMM 8-46 + IGORA ZERO AMM 7-57 (1:1) with IGORA ROYAL Oil Developer 3% | 10 VOL. (1:1)

STYLING PRODUCTS USED



Styling crafted by
LISA FARRALL

HOW TO ACHIEVE THIS LOOK



COLOURS USED

PRE-LIGHTENER: BLONDME Premium Lightener 9+ with BLONDME Premium Developer 2% | 7 VOL. (1:2)

IGORA ZERO AMM BLONDE REFINEMENT:

POLYCHROME COLOUR 1: IGORA ZERO AMM 10-51 + Schwarzkopf Hair Sealer + IGORA ROYAL Oil Developer 6% | 20 VOL. (1:1:1)

POLYCHROME COLOUR 2: IGORA ZERO AMM 10-19 + Schwarzkopf Hair Sealer + IGORA ROYAL Oil Developer 6% | 20 VOL. (1:1:1)

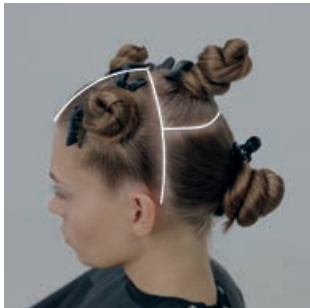


Colour crafted by
MARIA ROBERTS

Multidimensional blonde created with Polychorme Technique using IGORA ZERO AMM. A mix of tones close to her natural colour, with intensive shine and long-lasting results.



BEFORE



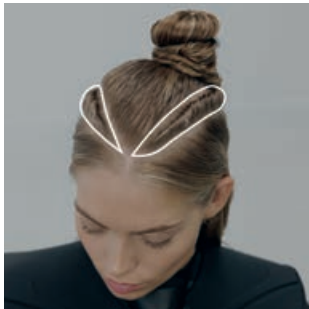
STEP 01
Create a T-section and isolate the crown horizontally.



STEP 02
In the back, take diagonal fine-weaves in foils; repeat with horizontal weaves.



STEP 03
On the sides, start with hairline weaves, pivot to horizontal, then alternate weaves/slices at the parietal ridge; develop up to 45 min and perform post-lightening service.



STEP 04
Take two 1 cm diagonal-back slices toward the crown. Apply Colour 1 roots-to-ends in all lower sections.



STEP 05
Apply Colour 2 to the placement area, roots-to-ends and twist.



STEP 05
Apply Colour 1 through the remaining top, finish at hairline; develop up to 10 min and complete post-colour service.

POLYCHROME VANILLA



Luxe lengths, soft structure, and effortless lift. This look is about shine and beauty; a polished, directional blow-dry creates a smooth finish that frames the face to enhance a “clean girl” aesthetic.

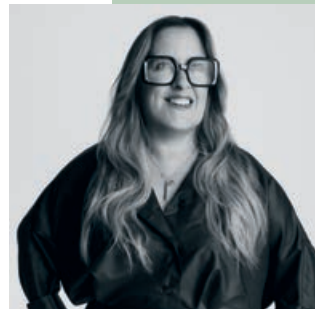


STYLING PRODUCTS USED



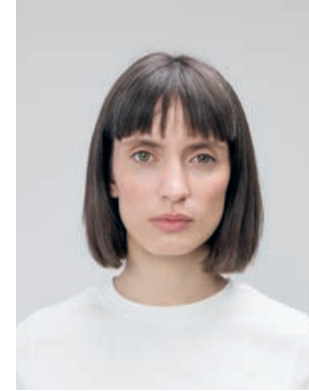
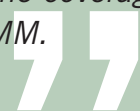
Styling crafted by
LISA FARRALL

POLYCHROME ESPRESSO

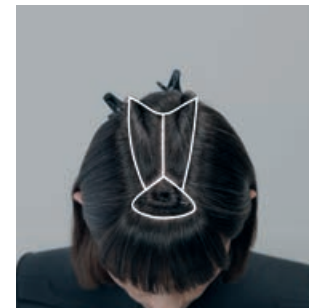


Colour crafted by
LESLEY JENNISON

Shine, dimension and illumination in tones of deepest chocolate charcoal and rich amber created using the PolyChrome technique. A perfect reflected shine coverage on white hair using IGORA ZERO AMM.

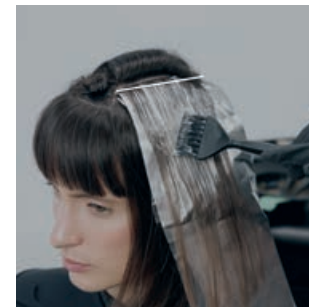


BEFORE



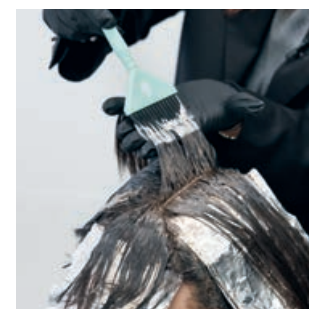
STEP 01

Section the top into two 1 cm diagonal-back sections from the parting, then take a small triangle from the fringe.



STEP 03

Take a second back-to-back slice and apply Polychrome Colour 2.



STEP 05

Apply colour 3 to roots, then Colour 4 to the mid-lengths and ends. Develop for 30–45mins. Follow with post colour service.

HOW TO ACHIEVE THIS LOOK



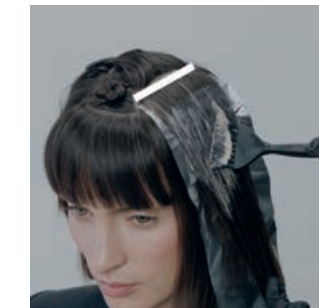
COLOURS USED

POLYCHROME COLOUR 1: IGORA ZERO AMM 1-0 with IGORA ROYAL Oil Developer 3% | 10 VOL. (1:1)

POLYCHROME COLOUR 2: IGORA ZERO AMM 7-16 with IGORA ROYAL Oil Developer 9% | 30 VOL. (1:1)

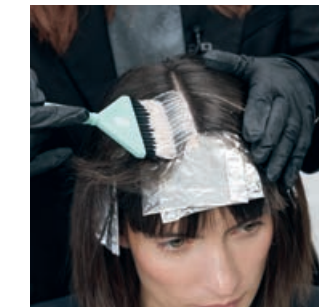
COLOUR 3 (ROOTS): IGORA ZERO AMM 6-06 + IGORA ZERO AMM 4-13 (2:1) with IGORA ROYAL Oil Developer 3% | 10 VOL. (1:1)

COLOUR 4 (ENDS): IGORA ZERO AMM 6-06 + IGORA ZERO AMM 4-13 (2:1) with IGORA ROYAL Oil Developer 6% | 20 VOL. (1:1)



STEP 02

Take a large diagonal slice above the parietal ridge and apply Polychrome Colour 1.



STEP 04

Repeat the same technique on the fringe and opposite side.

This look takes a classic bob to the next level with texture and individuality. While bobs are often seen as a power statement, this version adds a modern, textured edge, incorporating geometric shapes into the fringe to add personality.



STYLING PRODUCTS USED



Styling crafted by
LISA FARRALL



MORE KEY SERVICES AND TECHNIQUES

1. Classic Root Application

1. To prevent irritation on sensitive scalps, apply Schwarzkopf Professional Scalp Protect
2. Apply the IGORA ZERO AMM mixture onto dry hair immediately after preparation, 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 ZERO AMM with 2 parts of your chosen IGORA ZERO AMM Fashion shade to achieve up to 100% white hair coverage.

2. Dual Application

1. To prevent irritation on sensitive scalps, apply Schwarzkopf Professional Scalp Protect
2. Apply the IGORA ZERO AMM mixture on dry un-shampooed hair immediately to areas of re-growth. Leave to develop for 15 to 20 minutes
3. Apply IGORA VIBRANCE (using bowl/brush or applicator bottle) 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

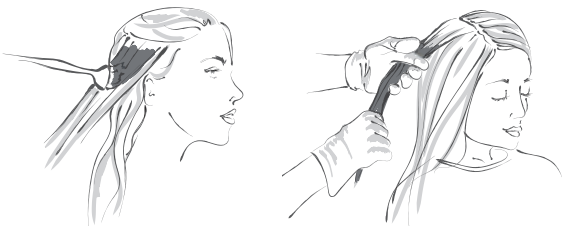


EXPERT TIP
When applying IGORA VIBRANCE with the applicator bottle, dampen mid-lengths and ends first using the applicator bottle with 100ml of water.

EXPERT TIP
For ultra-natural results, add a touch of **cool tones (Cendré -1/ Ash -2 /Matt - 3)** into your mix – this prevents warmth picking up on the white hair and keeps the finish clean and modern.

4. Refresh Service

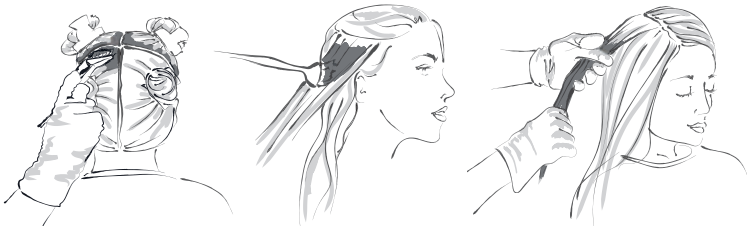
1. To prevent irritation on sensitive scalps, apply Schwarzkopf Professional Scalp Protect
2. Intermix 1 part of IGORA ZERO AMM with 3 parts of IGORA VIBRANCE Activator Gel/Lotion 1,9% | 6 Vol.
3. Apply the IGORA ZERO AMM mixture immediately onto the mid-lengths and ends, blending it well into the root area. Leave to develop for up to 10 minutes
4. Stabilise the hair with Schwarzkopf Professional Hair Sealer



EXPERT TIP
To dampen mid-lengths and ends, use the applicator bottle with 100ml of water.

5. Blonde Refinement

1. In case of sensitive scalp apply the Schwarzkopf Professional Scalp Protect to protect the scalp from irritation
2. Always intermix 1 part of IGORA ZERO AMM Highlifts (10-) with 1 part IGORA ROYAL Oil Developer 6% | 20 Vol. + 1 part Schwarzkopf Professional Colour Enablers Hair Sealer (1:1:1)
3. Apply the mixture evenly from roots to ends onto damp hair and leave to develop for up to 10 minutes
4. Tip – If you are using cool shades to neutralise naturally light or pre-lightened hair, start application on the warmest areas first, then leave to develop for 3–5 minutes. Continue to apply on the rest of the hair and leave to develop for another 5 minutes. Keep visual control



EXPERT TIP
Ideal for blonde clients, that want to revive their blonde colour and remove dullness for the most beautiful blonde reflections.



Scan to discover our creative mixes:



APPLICATION TIPS & TRICKS

- Always use Schwarzkopf Professional Scalp Protect & Skin Protect to minimise sensitivity issues.
- When applying the colour, be precise with the application.
- Leave out the hairline and finer baby hairs and use a comb to distribute the colour through these sections.
- When using foils on curly hair, use more of a thicker slice technique and triangle sections
- When using foils on straight hair use more of a weaved thinner section.





THE IMPORTANCE OF PERSONALISED CONSULTATION

Consultation is vital for understanding your client's needs and offering the best service to meet those needs, ensuring a **holistic experience and long-term solution**. Make sure to follow our **Signature Consultation guidance** for the best personalised practices.



1 Client Needs

Seek information about specific needs (e.g. hair and scalp, haircare routine, what your client likes and dislikes about their hair, which colour and hairstyle inspires them currently).

2 Diagnosis & Prescription

Create the basis of the in-salon service & home care regime tailored to your client's needs.

- Define hair type, length of hair & structure
- Diagnose the hair using hair elasticity and porosity tests to analyse the condition
- To complete the picture, analyse the scalp condition
- Prescribe the most suitable in-salon service for the client's hair type, needs, an expectations
- Use the SalonLab Smart Analyzer to assess the hair and measure inner hair strength

3 Customised In-Salon Service

Providing a precise and professional in-salon service tailored for your client is essential for the holistic experience and, ultimately, to retain clients. Explain and personalise each step of the service to enhance the client's hair and features.

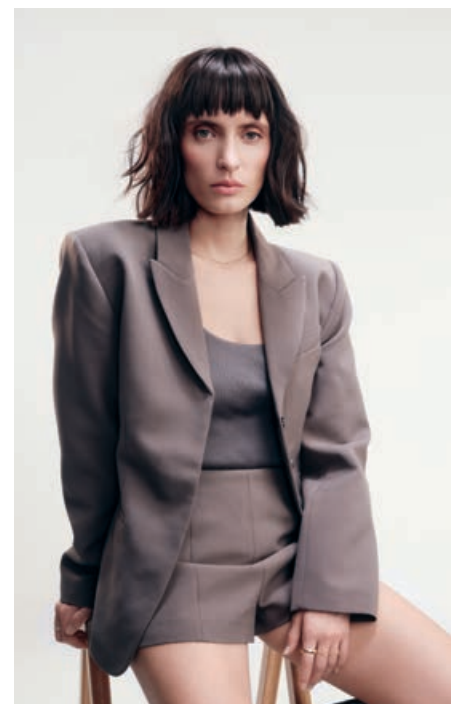
4 In-Salon Care

Recommend the FIBRE CLINIX In-salon service that enables you to:

- Complete the salon service
- Fulfill the clients and hair needs
- Meet the clients desired in-salon experience

5 Maintenance & Post-Salon Support

Customised In-salon Service: Create a personalised colour & care plan together with your client based on individual hair needs, budget and lifestyle.



COLOUR MAINTENANCE AT HOME

Refresh or neutralise with Chroma ID

As for every hair colouration, colour pigments tend to fade and change over time. Chroma ID is our semi-permanent mix and tone colour system with integrated Bonding Technology that matches our IGORA ZERO AMM tone directions to prolong the colour at home.

Use Chroma ID between colours to refresh dull mid-lengths and ends and to increase the longevity of IGORA ZERO AMM.

- Apply the mixture evenly onto pre-washed and towel-dried hair
- Leave in to develop for 5 to 10 minutes.
Keep visual control
- Rinse well until water runs clear





Schwarzkopf
PROFESSIONAL



FOR EVERY YOU.