

# IGORA ROYAL

MIXING MANUAL

  
**Schwarzkopf**  
PROFESSIONAL



**IGORA ROYAL**  
**Mixes Collection**  
Inspired by **PANTONE**

*Together. A passion for hair.*



Colour is essential to our very existence. From the foods we eat, to the beauty of flora and fauna, colour defines our world. The first thing you remember and the last thing you forget, colour is an identifier.



Laurie Pressman



Laurie

Billions of colours exist, and colour mixing exactly allows you to create an infinite number of colours.

As a hairdresser, intermixing is essential for you to improve client loyalty with customised unique colours that cannot be reproduced easily. It is also a way to play with your creativity while letting clients express themselves. **And it empowers you to really be the Colourist you want to be, realising your visions and creating a reputation for yourself.**

In this mixing leaflet, we partnered not only with our creative colourists **Lesley Jennison, Arjan Bevers, X-Presion** and **Josie Villay** but also joined forces with the colour expert in the market - **the PANTONE Colour Institute** represented by **Laurie Pressmann** - to show you how to perfectly mix and leverage your portfolio, but also how to easily translate a colour trend inspiration into a beautiful hair colour mix for your clients!

IGORA ROYAL



PANTONE  
Color Institute™



Josie Villay



Arjan Bevers



X-Presion



Lesley Jennison

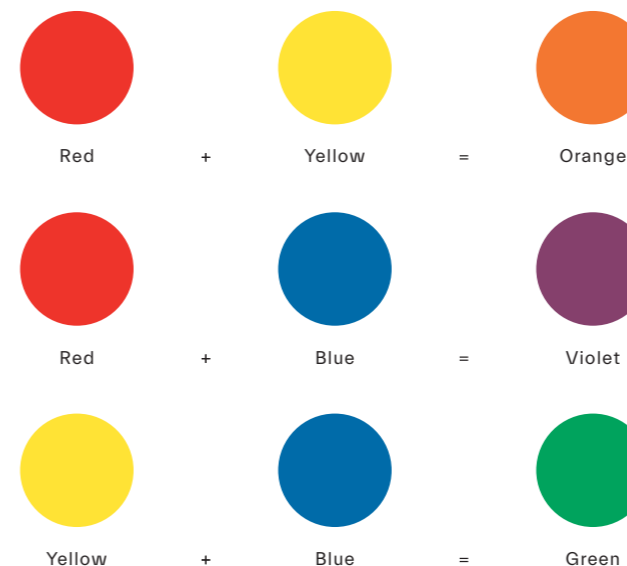
# Colour fundamentals

# 1

The basis for every successful colour mixing is to understand how colours work and how they are created. So let's start with the fundamentals.

## PRIMARY COLOURS

Red, yellow and blue are the Primary Colours, the original colours. Every shade starts with them as they cannot be created by mixing other colours. But by mixing these colours together in different proportions, you can make all the colours of the spectrum.



## SECONDARY COLOURS

The next layer in the Colour Circle is Secondary Colours, orange, violet and green. They are each made up of two Primary Colours, mixed in a ratio of 1:1. Primary and Secondary Colours together combine to form the basic Colour Circle - each Secondary Colour sits between the two Primary Colours out of which it is mixed.

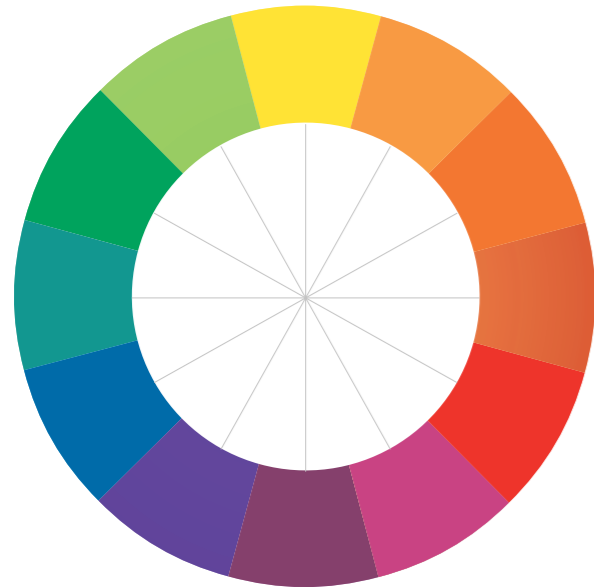


**A very important aspect of the colour wheel is that it demonstrates that colour is perceived as having a temperature [...]** **Red, orange and yellow radiate warmth as they are associated with the heat of fire and sun, while blue, green and purple cool things down as they connect in the mind's eye with broader expanses of sky, sea, foliage and outer space.**

Laurie

TERTIARY COLOURS

Level three brings in Tertiary Colours. These are made by mixing Primary Colours with their neighbouring Secondary Colour to create a palette of six additional shades. We also call these Intermediary Colours.



COMPLEMENTARY COLOURS

Every colour comes with a Complementary, or Opposite Colour. If you mix two Complementary Colours together 1:1 they cancel each other out. But if you put those same two shades side by side, they give you a powerful contrast so strong they almost seem to vibrate - making both colours really pop (see Colour Circle above).



“  
**The colour wheel is the most important hair science to learn! It is invaluable when we are doing colour corrections to make sure we mix the correct 'complimentary tone'**  
 ”  
 Lesley

**IGORA ROYAL COLOUR WHEEL**  
 And this brings us to our full Colour Wheel! It covers the full spectrum of shades and enables you to see at a glance how colours are divided into warm and cool. Cooler colours appear on the left, while the warmer shades are on the right. The IGORA ROYAL Colour Wheel also provides a clear overview of where each IGORA ROYAL shade falls within the spectrum. The Colour Wheel plays a key role in helping to choose the correct formula for every client. Shades directly opposite each other or with the same intensity will cancel each other out. Greater or lesser strengths of an opposing colour will create a more subtle effect, by toning an opposing shade down slightly, or intensifying a tonal variation. The better you know the colours on the wheel, the better you can predict how your mixes will actually work when you apply them on hair.



# Mixing colours for unlimited opportunities

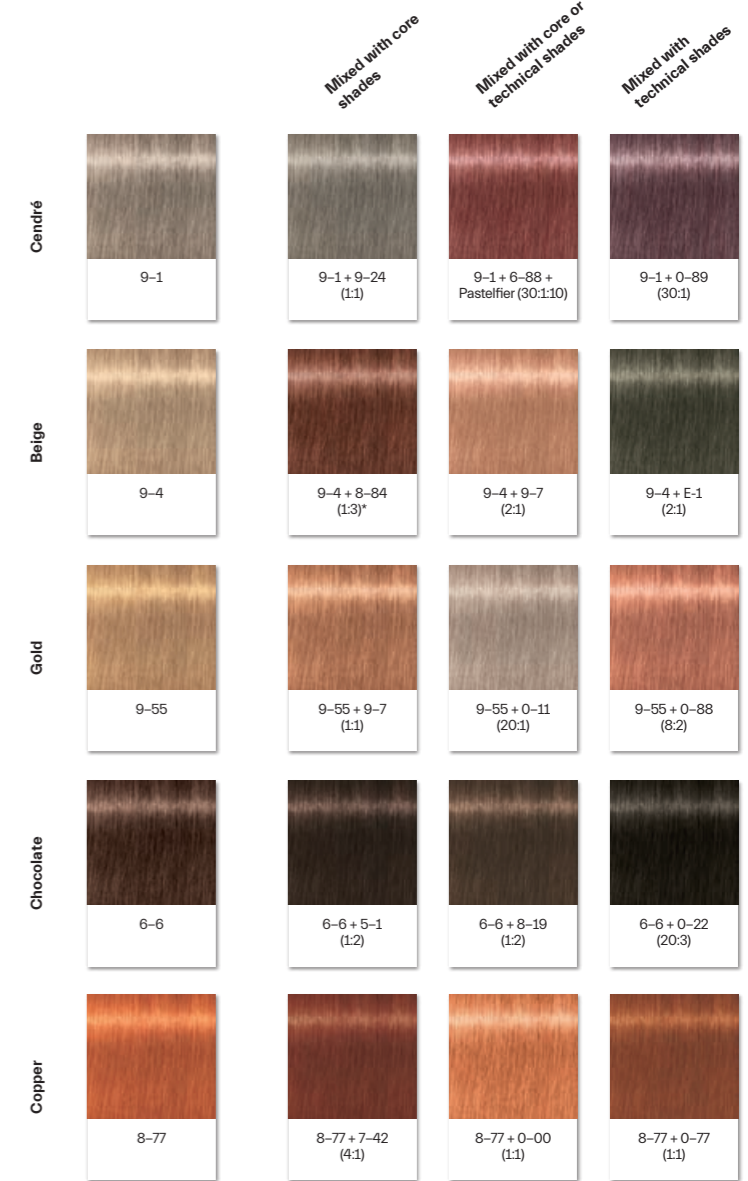
# 2

A beige can be more than just a beige - enhancing your portfolio.

Once you know your colour theory and Colour Wheel, mixing empowers you to enhance your portfolio by creating unique and tailor-made tones perfect for your client. Whether you combine core shades from different colour worlds to give your classic shade beautiful new hues, or whether you boost or dilute a colour using key technical shades. Just have a look at some of the examples to see how easily the appearance of a colour can change.

“  
**Mix, try, make mistakes, study, you will gain confidence and enjoy the mixing process! Start with small steps, gram by gram, and practice on strands or dolly heads.**  
 ”

X-presion  
 “  
**When mixing, I take into consideration the underlying pigment I'm working on: do I need to add the softest ash or something more punchy? This will affect the lightness or depth of what I'm mixing up.**  
 ”  
 Lesley

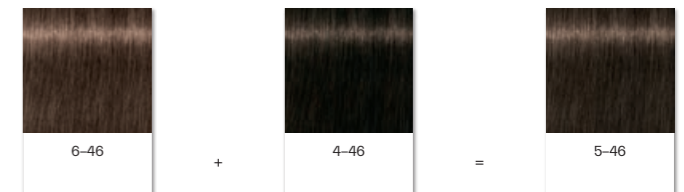


\*For NA/LATAM: 9-4 + 9-7 + 0-89 (20:5:19)

## Create the ideal depth for your client

Maybe you already have the perfect tonal direction, but are missing the ideal depth for your specific client's base? Also here mixing allows you to fill the gaps by mixing two shades to create the level in between, matching your client's desired depth. For example by mixing a 6-46 and a 4-46 in a 1:1 ratio you can easily create a 5-46.

On the next page we will guide you on how to mix colours to enhance your portfolio by using technical shades or mixing different colour worlds.





## Boost, neutralise and dilute – working with technical shades.

For creative and customised colour results, our IGORA ROYAL portfolio also provides a technical range to boost, shift or neutralise tone directions – further expanding your creative possibilities.

### IGORA ROYAL NEUTRALISERS (0-11, 0-22, 0-33)

They are great technical shades providing three different cool tone directions, which can be mixed with your desired shade for neutralisation purposes or to add cool tonal direction.

#### NEUTRALISING

For perfectly balanced sophisticated tone refinement, to create the most neutral and cool looking colour on every base by counteracting the unwanted warmth.

#### ADDING COOL DIRECTION TO FASHION SHADES

Add an additional cool direction to any shades of your colour worlds. It also helps to prolong every cool tone and prevent quick tonal shift after several washes.



It is super fun to use these technical shades, because a small amount can totally change the colour results!



Lesley

#### HOW TO MIX

- Neutralisation on base 8 and 9: add up to 5% of the colour cream
- Neutralisation on base 6 and 7: add up to 15% of the colour cream
- Neutralisation on base 1 to 5: add up to 25% of the colour cream

#### DEVELOPER

When adding a Neutraliser to your colour formula you need to increase the amount of IGORA ROYAL Oil Developer accordingly.

#### HOW TO MIX

- Usage on bases 8–7: mix 2:1 IGORA ROYAL shade to E-1
- Usage on bases 6–5: mix 1:1 IGORA ROYAL shade to E-1
- Usage on base 4 and darker: mix 1:2 IGORA ROYAL shade to E-1

#### DEVELOPER

For extra cool results, simply use the Extract E-1 purely in a 1:1 mixing ratio with the 3% / 10 Vol. IGORA ROYAL Oil Developer.



My tip is to use the Extract E-1 on coarse hair to get this beautiful cool tones.



Josie

### IGORA ROYAL EXTRACT E-1

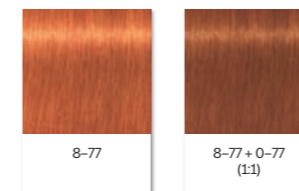
This cendré additive allows you to breathe in some cooling action into any IGORA ROYAL target shade – for even stronger cool tones.

### IGORA ROYAL BOOSTERS (0-55, 0-77, 0-88, 0-89, 0-99)

These are perfect additives to boost fashion on all levels of intensity or to enhance a shade with a new tonal direction.

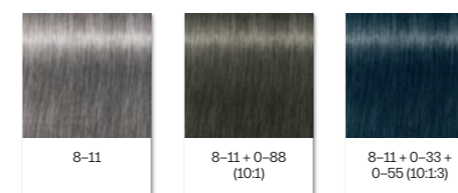
#### INTENSIFYING YOUR SHADES BY USING A BOOSTER

It boosts the tonal direction in your core shade and makes it more vibrant. Try out different mixing ratios and see how this affects the final colour result and appearance.



#### BALANCING TONAL DIRECTIONS

Use the boosters to balance your tonal directions. Josie Vilay for example mixed in a 0–88 booster to her classic 8–11 shade in order to slightly counteract the greens coming out on this lighter base. By adding the red, the result becomes more muted and less expressive. When combining a 8–11 shade with a 0–33 booster she also added in a gold booster 0–55. The yellow softens the intense blue, giving it very subtle hues of petrol.



#### ADDING A NEW TONAL DIRECTION TO YOUR IGORA ROYAL SHADE

Tweak your core shades by mixing in a Booster to give them slightly different tonal directions. Try out different Boosters to add different hues. X-presion used the 0–89 Booster to intensify the red/violet tone direction of the 9–98 shade, while they added the 0–77 Booster to create more intensive red tones (Remember your colour circle: Violet mixed with Orange creates a Red!)



The Boosters & Neutralisers are the easiest way to achieve a bespoke colour for your client. A small amount can take a soft bronze to a dazzling copper.



Lesley



We love using the Boosters, they allow you to create original colours and give a different direction to the final look.



X-presion

#### HOW TO MIX

- Your Booster will make up to 50% of the colour cream in your formula
- Watch out: adding too much Booster will reduce coverage, so make sure you adjust the amount of colour and the way you apply accordingly

#### DEVELOPER

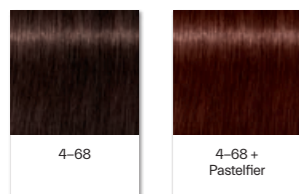
By adding a Booster to your chosen IGORA ROYAL shade, the amount of developer must be increased proportionally to maintain the target depth.

## IGORA ROYAL PASTELFIER

A super-clever formula created to reduce pigment concentration in highly pigmented shades for muted tones and beautifully soft pastels. On top, it offers additional lifting power and neutralisation of any warm undertones.

### DILUTING A SHADE

Use the Pastelfier to dilute the pigment concentration and tone down intensity of IGORA ROYAL Shades. Depending on the mixing ratio it allows you to create beautiful soft tones or even pastel-ly shades.



“

I literally don't know what I did before the Pastelfier! Here's a product that's not only a technical tool but really a creative. It's super easy to use and the guideline for the mixing ratios make it a must for any look where you want to achieve those muted lived in tones.

”

Lesley

### LIFTING & NEUTRALISING:

The Pastelfier provides extra lifting power for any IGORA ROYAL shade when lifting virgin hair. It also supports neutralisation and underlines the powdery character of shades by adding a very soft cool tone direction. Due to the calibrated cendré rose pigments, the Pastelfier perfectly mutes every shade and creates a more powdery colour result.

#### HOW TO MIX

- Usage on bases 8-9: 1 part colour cream + up to 2 parts Pastelfier
- Usage on bases 5-7: 1 part colour cream + up to 4 parts Pastelfier
- Usage on bases 3-4: 1 part colour cream + up to 6 parts Pastelfier

#### DEVELOPER

Always use the developer according to the instructions of the base colour cream used.

## IGORA ROYAL DILUTER

Reduces pigment concentration in highly pigmented shades to enable to create even softer Pastel tones.

### DILUTING THE INTENSITY OF A CORE SHADE

By adding the 0-00 into a core shade the intensity of every tone direction will be reduced and the shade level of depth will be softened

### DILUTING THE INTENSITY OF A CORE SHADE FOR LIGHTER BASE:

By intermixing the Booster with the IGORA ROYAL Diluter 0-00 you can create expressive colour results without adding any depth to hair. This mixture allows a pure usage on lighter hair base to create bold and fashion colour effects on hair.

### DIFFERENCE BETWEEN PASTELFIER AND DILUTER 0-00:

Both products allow you to dilute your IGORA ROYAL shades for more muted and pastel-ly tones. The Pastelfier dilutes the pigment concentration and tone intensity, whilst enhancing the powdery character of the shade by adding a soft cool tone direction and providing and provides an extra lift. The Diluter 0-00 is based on an IGORA ROYAL core platform, a clear diluting shade without any depth or tone direction - to soften each and every core shade from the portfolio.

“

0-00 has been a long favourite of mine. I even use it as a toner over prelightened hair. It always gives you that perfect milk blonde.

”

Lesley

#### HOW TO MIX AND USE

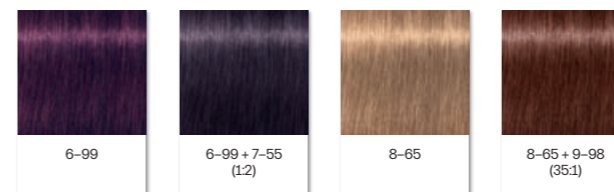
Add up to 50% of the used colour cream, when adding 0-00 into the colour formula. Increase the amount of developer proportionally. Use developer strength according to the instructions of the base colour cream.

## Combining colour worlds to create harmony & balance

As you can combine different colour worlds by adding a Booster to your mix, you can do the same by mixing core shades within the portfolio. Using the Colour Wheel and working with complementing or opposite colours really empowers you to enhance your classic shades and create a harmonious colour result - for every client.

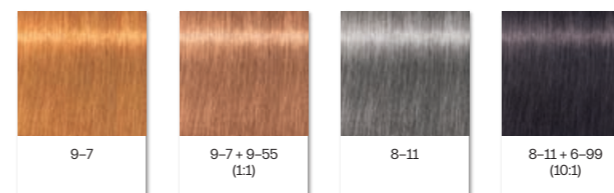
### WORK WITH OPPOSITE COLOURS

Try to combine a copper with a light ash for a more powdery hue, soften and mute a red by adding matte shades or neutralise a strong violet with a gold. Like Lesley, you can also add hints of violet to a classic chocolate shade to underpin the chocolate tone and give it a very subtle hue of coolness.



### WORK WITH COMPLEMENTING COLOURS

Try blending a copper in with other warm shades such as chocolate brown, gold or beige to tone it down. Or combine a classic cendré with hints of violet to create a beautiful tone direction, perfect for neutralising unwanted yellows.



“

I'm a big contrast lover! Depth of colour in the right place makes the blonde pop out more! Natural hair is always a blend of darker and lighter colours so it always gives a more natural feeling in a new colour!

”

Arjan

“

I love to use warm & cool colours in one look. When working on super fine hair, you can use a subtle blend of cool & warm tones that will help give the illusion of more hair purely as the eye is tricked into 'seeing' depth where the warmer tones have been placed.

”

Lesley

“

Harmonious colours can be found in traditional teachings, such as the colour wheel, but times, tastes and trends can change, and along with them the directives for harmony, so while the colour wheel does help with mixing, we suggest looking to the colour wheel as a flexible guideline that will help jumpstart your imagination.

”

Laurie

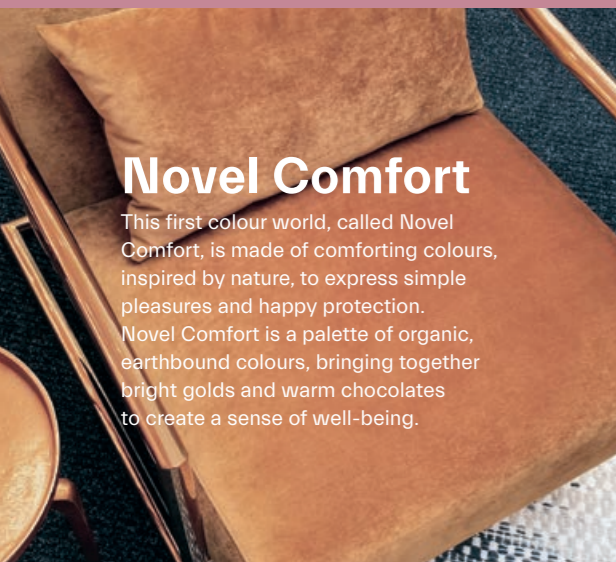
Let the colours work together and balance out their power, whether it means working with similar tones or opposite colour directions.



# 3 Be creative and turn trend colour into mixes

Now that you know all the fundamental knowledge on mixing, you can fully leverage your creativity and be inspired by your daily life. Be the colourist you want to be! Look for colours that catch your eyes or strike original looks, and learn how to translate a visual inspiration into a beautiful IGORA ROYAL mix.

When looking at a visual inspiration, first grasp the main tonal direction you want to reproduce and then tweak it by adding other shades to create an inspiring palette. This is how our ambassadors have worked to translate the beautiful trend moodboards created by the Pantone Colour Institute into a consistent palette of IGORA ROYAL hair colour mixes.



## Novel Comfort

This first colour world, called Novel Comfort, is made of comforting colours, inspired by nature, to express simple pleasures and happy protection. Novel Comfort is a palette of organic, earthbound colours, bringing together bright golds and warm chocolates to create a sense of well-being.

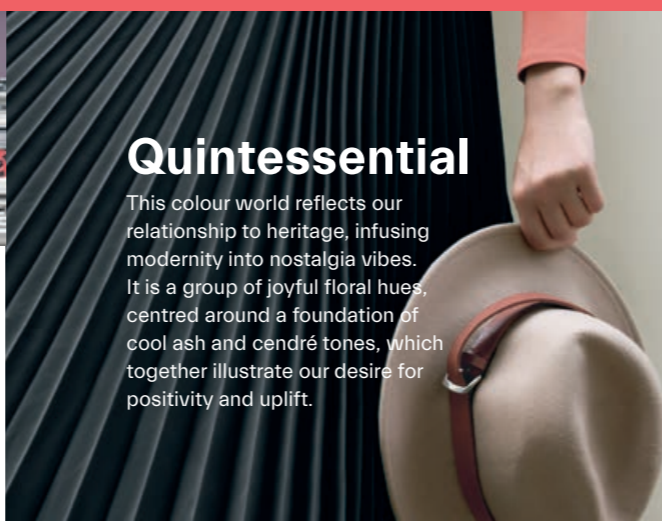
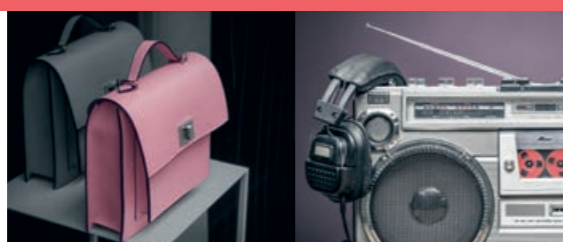
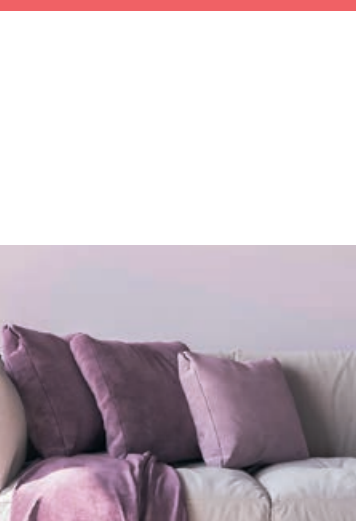
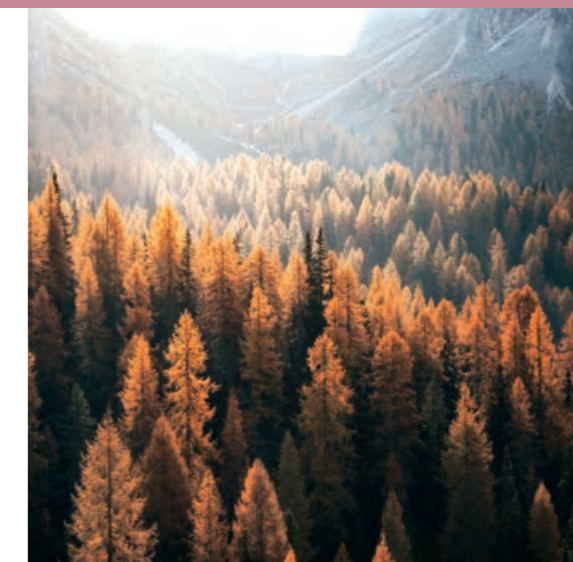


“ I wanted my colours to melt & meld into each other, resulting in calming & lived in muted colours giving a sense of calmness, fragility and safety, a sense of being connected to the planet. ”

Lesley



Mixing Ratio 9-55 + 9-7 (1:1)	Mixing Ratio 9-4 + 8-84 (1:3)*	Mixing Ratio 8-85 + 9-98 (35:1)	Mixing Ratio 4-58 + Pastelfier (2:1)	Mixing Ratio 9-46 + 3-68 (5:1)
PANTONE® 14-1133 Apricot Nectar	PANTONE® 18-1336 Copper Brown	PANTONE® 18-1341 Maple Syrup	PANTONE® 19-1325 Hot Chocolate	PANTONE® 19-1223 Downtown Brown



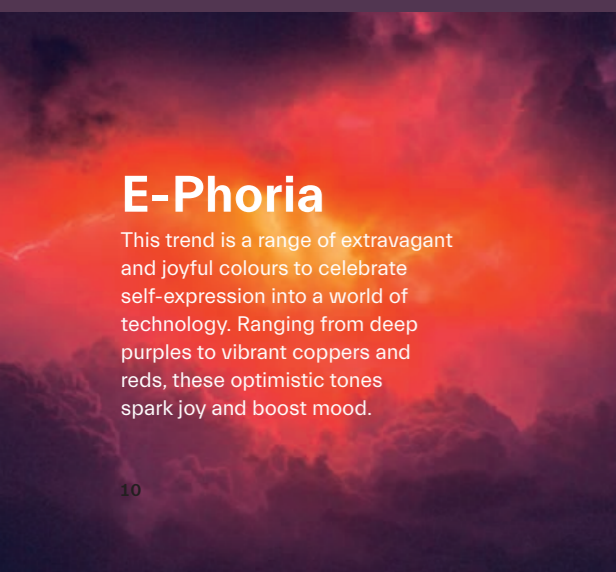
## Quintessential

This colour world reflects our relationship to heritage, infusing modernity into nostalgia vibes. It is a group of joyful floral hues, centred around a foundation of cool ash and cendré tones, which together illustrate our desire for positivity and uplift.

“ I was so inspired by Pantone trends. We have been doing greys and roses for a while but here is a new version of it that is so 2021! ”

Arjan

Mixing Ratio 9-1 + 6-88 + Pastelfier (30:2:10)	Mixing Ratio 9-1 + 0-89 (30:1)	Mixing Ratio 8-11 + 6-99 (10:1)	Mixing Ratio 8-19 + 9-24 + 1-1 (10:10:1)	Mixing Ratio 9-55 + 0-88 (8:2)	Mixing Ratio 9-7 + 5-99 + Pastelfier (10:1:10)	Mixing Ratio 8-11 + 0-88 (10:1)	Mixing Ratio 8-11 + 0-33 + 0-55 (10:1:3)
PANTONE® 18-1649 Deep Sea Coral	PANTONE® 16-1710 Foxglove	PANTONE® 18-1405 Flint	PANTONE® 15-1327 Blackened Pearl	PANTONE® 17-1540 Peach Bloom	PANTONE® 17-1210 Apricot Brandy	PANTONE® 17-1210 Moon Rock	PANTONE® 19-3910 Iron Gate



## E-Phoria

This trend is a range of extravagant and joyful colours to celebrate self-expression into a world of technology. Ranging from deep purples to vibrant coppers and reds, these optimistic tones spark joy and boost mood.



“ As Spanish, we love vibrant colours. Red is the colour of passion, seduction, it captures attention. Creating these new shades was a lot of fun. ”

X-presion

Mixing Ratio 8-77 + 0-77 (1:1)	Mixing Ratio 9-98 + 0-77 (1:10)	Mixing Ratio 9-98 + 0-77 (1:3)	Mixing Ratio 9-98 + 0-89 (1:1)	Mixing Ratio 7-55 + 6-99 (2:1)
PANTONE® 17-1350 Oriole	PANTONE® 19-1555 Molten Lava	PANTONE® 18-1657 Salsa	PANTONE® 19-2033 Anemone	PANTONE® 19-2916 Blackberry Wine

\*For NA/LATAM: 9-4 + 9-7 + 0-89 (20:5:19)



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products and how to use them.

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