

IGORA ROYAL®

TECHNICAL MANUAL



Be the Colorist
you want to be

Together. A passion for hair.®

Be Curious. Be
Be Bold. Be Sa
Be Punk. Be Bl
Be Old. Be You
Be the best you
Be the Colorist
to be. Because
you need is alre
IGORA ROYAL.®

Together. A passion for hair.®

Mellow.
fe. Be Neat.
ue. Be Pink.
ng. Be You.
can Be.

you want
everything
ady within.



#BeIGORA

IGORA ROYAL was developed by colorists for colorists and our mission is to empower every one of you to create the most beautiful looks, to explore every aspect of your creativity – and, of course, to **reveal your client's individual beauty.**

IGORA ROYAL formulas offer amazing true-to-swatch results, up to 100% white hair coverage, incredible **color intensity and performance you can trust – always.**

IGORA ROYAL is the reference for full color confidence to master permanent color services and offers everything you need to **become the colorist you want to be.**

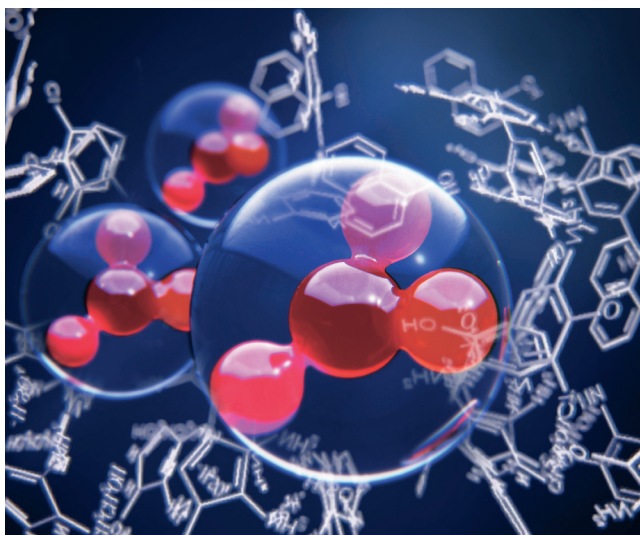
Technology

IGORA ROYAL High Definition Technology features many innovations including re-engineered pigment matrices to give clarity in tone, enhanced true-to-swatch results, greater color intensity and maximum coverage. Lipid carriers amplify pigment penetration and lock in color, protecting color intensity and keeping hair looking good for longer.

The result: True Color in High Definition

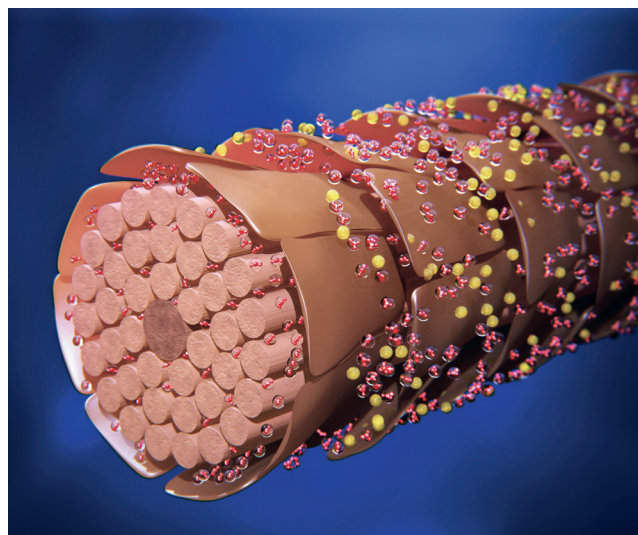
1

Re-engineered color pigment matrices



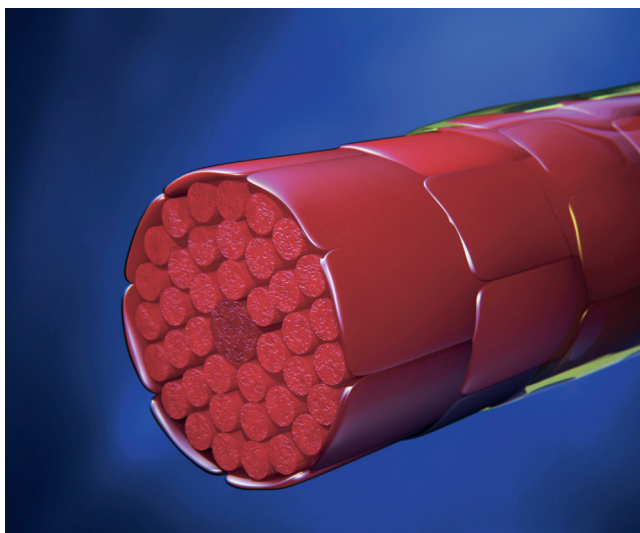
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Lipid carriers for amplified penetration



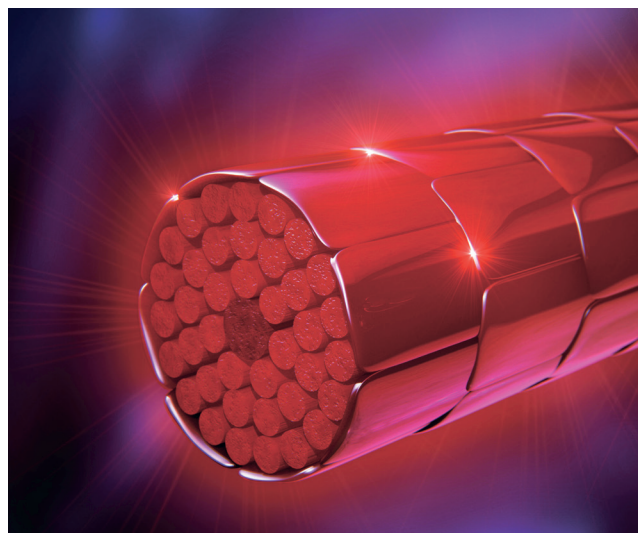
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Optimal sealing for longer retention



4

The result: True Color in High Definition



IGORA ROYAL Numbering System

To keep things simple and create a system that's 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.
- Tells you the ideal base to choose in order to achieve true-to-swatch results.

The number(s) after the dash (-88)

- The first number after the dash represents the primary tone direction (the dominant shade).
- The second number after the dash indicates the secondary tone direction (the secondary shade).

5 - 88

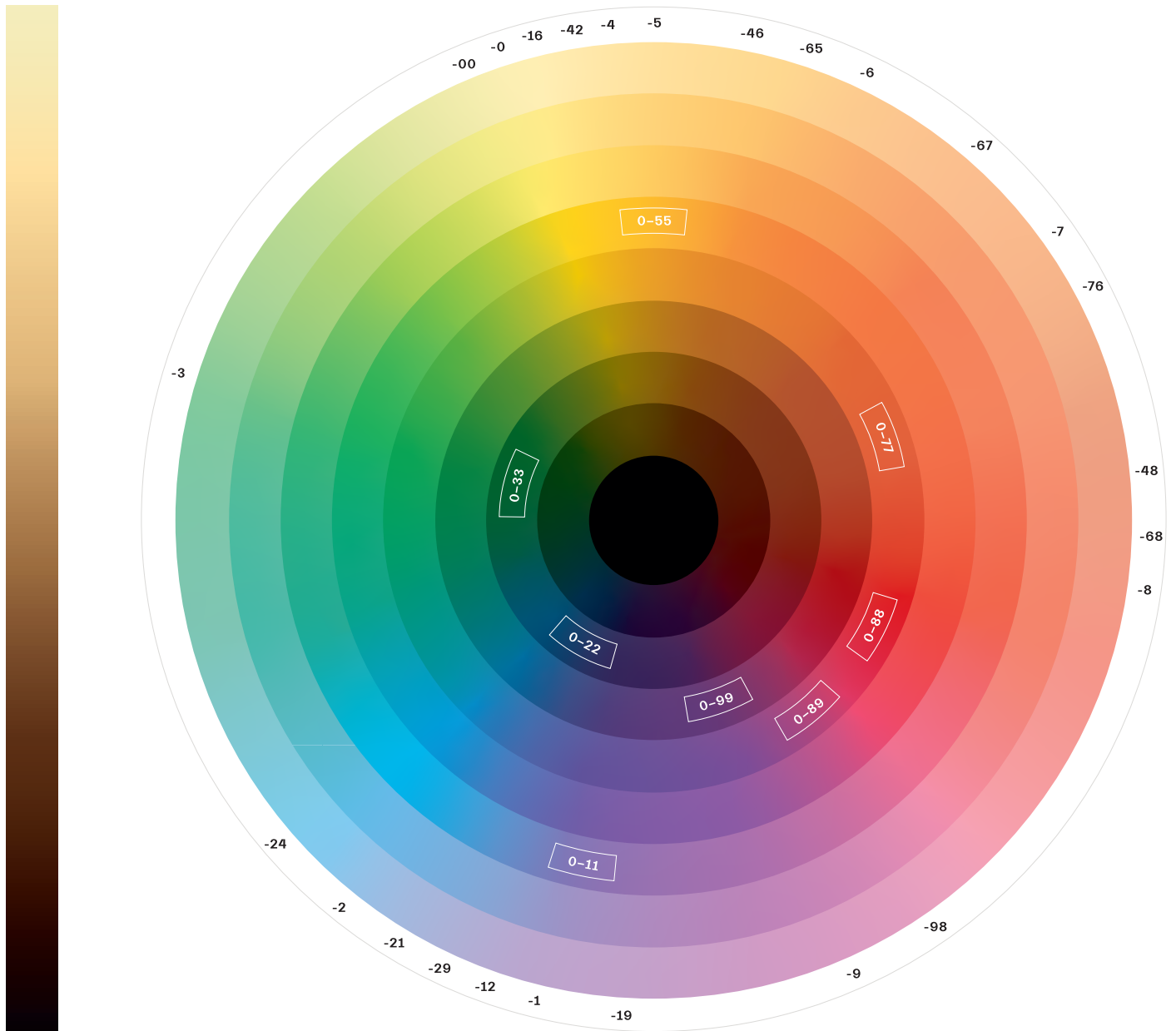
Depth/base shade:

- 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** Matte
- 4** Beige
- 5** Gold
- 6** Chocolate
- 7** Copper
- 8** Red
- 9** Violet

The Color Wheel



It's an essential part of how we experience the world, a source of beauty, joy and inspiration. Color theory and therapy have fascinated scientists, poets, communicators and designers throughout the centuries, and the color wheel has stood the test of time as a symbol of this fascination.

Many of the world's finest minds have developed variations of the wheel, from mathematician and physicist, Newton, to the great German playwright-philosopher, Goethe, and Itten, legendary painter and designer of the Bauhaus school. It may appear simple, but the color wheel is one of the

color artist's most important tools.

The IGORA ROYAL Color Wheel provides a clear overview of where each IGORA ROYAL shade falls within the spectrum. The color wheel plays a key role in helping 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 color will create a more subtle effect by toning an opposing shade down slightly or intensifying a tonal variation.

IGORA ROYAL® Product Range

IGORA ROYAL Products

IGORA ROYAL Naturals

IGORA ROYAL Natural Extra

IGORA ROYAL Fashion Tones

IGORA ROYAL Pastels



Assortment

-0, -1, -4

-00

-11 / -12 / -13 / -16 / -21 /
-24 / -42 / -46 / -5 / -55 /
-6 / -63* / -65 / -68 / -7 /
-77 / -88 / -98 / -99

9.5-

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.)

Mixing ratio

1:1

1:1

1:1

1:1

Development time

30–45 min

30–45 min

30–45 min

5–30 min

Virgin application

- Apply color starting with mid-lengths and ends, in small sections
- Leave to develop for 10 mins (or 15 mins for Fashion shades)
- Apply color to the re-growth area
- Leave to develop for 30–45 mins

Re-growth application

- Apply color only to the re-growth area, in small sections
- Leave to develop for 30–45 mins
- Use Dual-System Application method for mid-lengths and ends and leave to develop for 10–20 mins

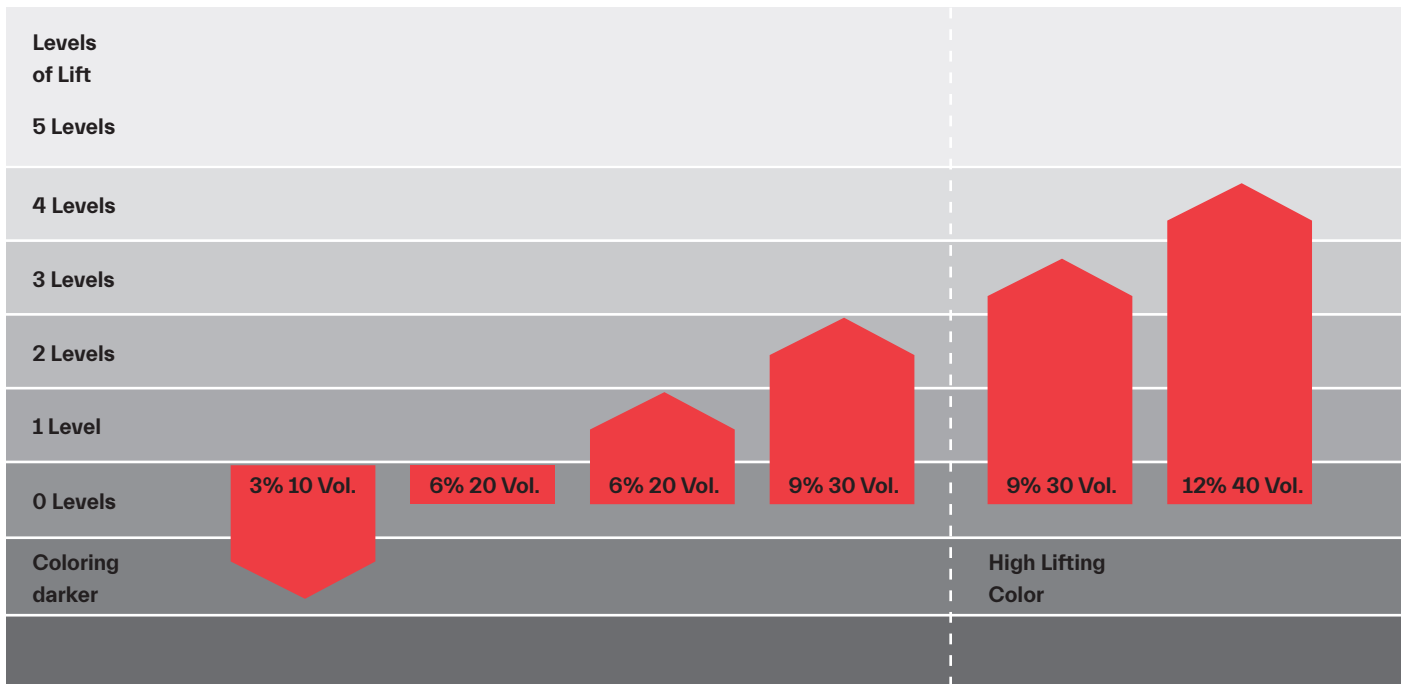
Rinsing

Emulsify and rinse out until water runs clear
Shampoo the hair with FIBRE CLINIX TRIBOND shampoo and stabilize the hair with Schwarzkopf Professional HAIR SEALER. For Additional care or bonding treatment, use FIBRE CLINIX range. For home maintenance, use FIBRE CLINIX Vibrancy ranges.

IGORA ROYAL® Product Range

| IGORA ROYAL Highlifts Ultra Blonde | IGORA ROYAL Highlifts Special Blonde | IGORA ROYAL Absolutes | IGORA ROYAL Silver Whites | IGORA ROYAL Fashion Lights |
|--|---|--|--|---|
|  |  |  |  |  |
| 10- | 12- | -01 / -10 / -140 / -40 / -450 / -460 / -470 / -50 / -560 / -60 / -70 / -710 / -80 | Silver, Dove Grey, Grey Lilac, Slate Grey | L-00 / -44 / -77 / -88 / -89 |
| 9% (30 Vol.) 12% (40 Vol.) | 9% (30 Vol.) 12% (40 Vol.) | 6% (20 Vol.) 9% (30 Vol.) | 3% (10 Vol.) | 12% (40 Vol.) |
| 1:1 | 1:2 | 1:1 | 1:1 | 1:1 |
| 30–45 min | 30–45 min | 30–45 min | 20 min | 30–45 min |

IGORA ROYAL Oil Developer Usage Table



IGORA ROYAL Oil Developer Usage Guide

| 3% 10 Vol. | 6% 20 Vol. | 9% 30 Vol. | 12% 40 Vol. |
|---|---|---|---|
| <ul style="list-style-type: none"> - Coloring darker hair - Covering up to 100% white or grey hair - Depositing color on pre-lightened hair (Example: shadow root) - Coloring using IGORA ROYAL Pastel shades | <ul style="list-style-type: none"> - Tone-on-tone coloration - Coverage on white hair - Lifting 1-2 levels - White hair coverage with IGORA ROYAL Absolutes/Natural Extra on more than 90% white hair | <ul style="list-style-type: none"> - Lifting 2-3 levels - Coloring with -00 series - White hair coverage with IGORA ROYAL Absolutes - Lifting up to 3 levels with the IGORA ROYAL Highlifts Ultra Blonde series (10-) - Lifting by 3-4 levels with the IGORA ROYAL Highlifts Special Blonde series (12-) | <ul style="list-style-type: none"> - Coloring with IGORA ROYAL Fashion Lights - Lifting 3-4 levels with IGORA ROYAL Highlifts Ultra Blonde series (10-) - Lifting 4-5 levels with IGORA ROYAL Highlifts Special Blonde series (12-)* |



*4-5 levels of lift are achievable on natural base 6 and lighter.

IGORA ROYAL Core



IGORA ROYAL

Natural Shades

IGORA ROYAL natural shades are specially developed for up to 100% white hair coverage that's reliable and formulated to last.

Features:

- Up to 100% white hair coverage up to level 9
- Natural-looking shades and tones
- True-to-swatch results
- Intense shine
- Long-lasting results
- Mixes with other IGORA ROYAL shades

IGORA ROYAL Oil Developer:

3% (10 Vol.), 6% (20 Vol.), 9% (30 Vol.)

Mixing ratio: 1:1

Development time: 30–45 minutes

Expert Tip:

Mix one part IGORA ROYAL natural shade with two parts of your chosen IGORA ROYAL fashion shade to achieve up to 100% coverage.



Application tip:

For up to 100% white hair coverage:

- Always apply on dry hair
- Start to apply the product directly from the hairline
- Apply in small sections and use a generous amount of color

IGORA ROYAL

Natural Extra Shades

IGORA ROYAL natural extra shades are specially developed to provide full coverage on whites and greys even on thick and coarse hair.

Features:

- Gives up to 100% white hair coverage even on thick and color-resistant hair
- Up to 25% more colorants than IGORA ROYAL natural shades
- Natural-looking shades and tones
- True-to-swatch results
- Intense shine
- Long-lasting results

IGORA ROYAL Oil Developer:

9% (30 Vol.)

Note:

IGORA ROYAL 6% (20 Vol.) Oil Developer can be used to purely deposit color into hair that's over 90% white.

Mixing ratio: 1:1

Development time: 30–45 min



Application tip:

On fragile hair, do not apply on the area up to 2cm from the hairline on the first application. Apply IGORA ROYAL natural extra shades to that area last in order to achieve uniform coverage.

IGORA ROYAL

Fashion Shades

IGORA ROYAL fashion shades are formulated for brilliant, directional, long-lasting fashion shades and dazzling shine.

Features:

- Up to 70% white hair coverage
- Vibrant shades and tones
- True-to-swatch results
- Intense shine
- Long-lasting results
- Plus they're all made to be mixed with other IGORA ROYAL shades

IGORA ROYAL Oil Developer:

3% (10 Vol.), 6% (20 Vol.), 9% (30 Vol.)

Mixing ratio: 1:1

Development time: 30–45 minutes

How to achieve coverage on white hair: 0–70%

Use IGORA ROYAL fashion shade pure

How to achieve coverage on white hair: 70–100%

Mix 2:1 with an IGORA ROYAL natural shade.

For thick and color-resistant hair, mix 1:1

Application tip:

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

Dual-System Application:

For best color results, we recommend Dual-System Application – a professional application method that combines permanent hair color to cover re-growth with demi-permanent hair color for mid-lengths and ends. This system keeps hair lengths and ends in optimal condition for more vibrant and lasting color results.

- Apply directly onto dry hair
- Divide hair into fine sections and apply IGORA ROYAL® to areas of re-growth, then leave to develop for 10–20 minutes
- Finally, apply IGORA VIBRANCE® evenly to mid-lengths and ends and leave to develop for another 10–20 minutes



IGORA ROYAL Pastels

IGORA ROYAL pastels are designed to add soft tones to light bases, reliably neutralizing and personalizing blonde hair.

Features:

- Translucent pigmentation ideal for personalizing blondes and coloring whites
- Enhances and refines every shade of blonde hair
- Subtle pastel shades
- Effectively neutralizes yellows in lightened hair
- All shades are intermixable
- To be used on base 9 and lighter

IGORA ROYAL Oil Developer: 3% (10 Vol.)

Mixing ratio: 1:1

Development time: 5-30 minutes (keep an eye on it!)

Using IGORA ROYAL Pastels after Lightening:

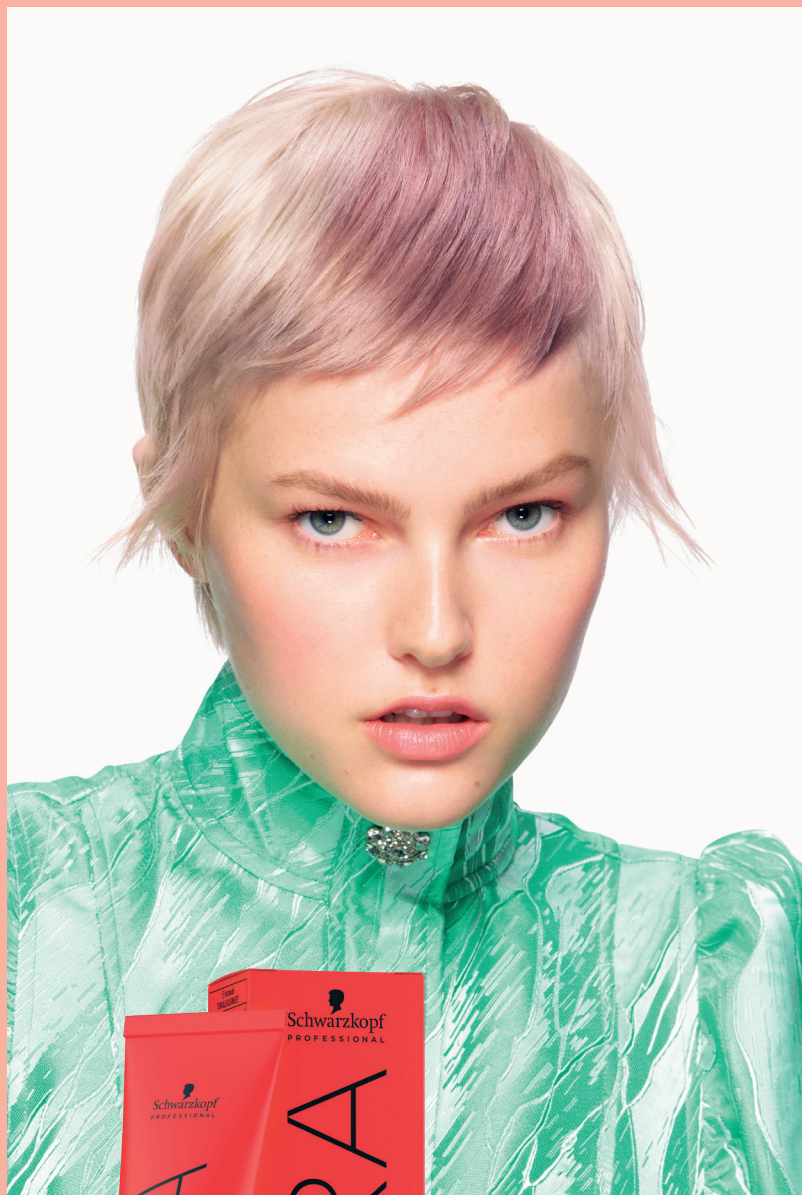
Blonde:

To achieve the right shade of beautiful blonde you need to decide at the start of the lightening process the tone direction and final result you want. This is because it is only possible to adapt the level of lift and neutralization, and choose the right toner, before you start.

The key to the best blonde results lies in balancing the pH level of the hair surface immediately after the pre-lightening process. This stops the chemical process straight away and closes the cuticles of the hair - creating an even canvas to apply the toner on. Leave the toner to develop as per the instructions, then rinse and dry. Apply the chosen pastel shade to dry hair.

Expert Tip:

If you are using these shades to neutralize naturally pale or pre-lightened hair, start application on the warmest areas first, then leave to develop for 5-10 minutes. Then, continue to apply over the rest of the hair, before leaving it to develop for another 5-20 minutes (again, keep watching it).



IGORA ROYAL Subranges

IGORA ROYAL Absolutes

IGORA ROYAL Absolutes is for more mature customers, offering:

- Up to 100% white hair coverage – even on ready-to-use fashion shades
- Our first collagen & siliamine hair color with pro-age-complex specially formulated to care for mature hair
- Unique portfolio of shades specially formulated to flatter more mature skin, plus we have recently added new colors to the collection, including fashion shades

Specific Technology:

Pro-Age Complex

The Pro-Age-Complex with siliamine and collagen contains a long-chain care polymer with a Velcro-like backbone that adheres to the surface of each cuticle. The smooth top of the polymer creates a sleek, even surface for a beautiful hair look and feel with optimal tone and shine.

Low Odor Technology:

We've formulated IGORA ROYAL Absolutes with a complex oil structure cream base that blocks ammonia from reaching the surface – slowing evaporation and reducing smell.

Features:

- Selected choice of fashion shades
- Up to 100% coverage on white hair
- Up to 30% more dye stuff than other IGORA ROYAL shades
- Brilliant shine
- Long-lasting results
- Extra added care for mature hair

IGORA ROYAL Oil Developer:

9% (30 Vol.)

For pure color deposit on over 90% white hair, use 6% (20 Vol.)

Mixing ratio: 1:1

Development time: 30–45 minutes



IGORA ROYAL Highlifts

IGORA ROYAL Highlifts are designed for coolest blondes. A range of powerful lifting shades with integrated Bonding Technology.

Specific Technology:

Fibre Bond Technology

Integrated directly into the color cream, the breakthrough Fibre Bond Technology helps protect bonds within the hair structure during the lifting process, in just one simple step with no extra effort.

Ultra-cool pigment combinations create silvery blonde hues.



Ultra Blonde (10-Series)

Features:

- 3–4 levels of lift
- Reliable neutralization
- To be used on base 7 and lighter

IGORA ROYAL Oil Developer:

9% (30 Vol.) (up to 3 levels of lift)

12% (40 Vol.) (3–4 levels of lift)

Mixing ratio: 1:1

Development time: 30–45 minutes

Complete the service using FIBRE CLINIX for bond creation and long-lasting color protection in salon.

Choose your focus:

Optimal lift or neutralization - choose a lifting shade to match. The strongest neutralization will be achieved with 10–21, followed by 10–1. For dilution of the neutralization or pure lifting power, use 10–0.

Expert Tip:

When using cool shades, do not apply to the area up to 2cm from the hairline on the first application. Apply a neutralizing shade to that area last to prevent over-pigmentation.

Special Blonde (12-Series)

Features:

- 4–5 levels of lift
- Reliable neutralization
- To be used on bases 6 and lighter

IGORA ROYAL Oil Developer:

9% (30 Vol.) (up to 4 levels of lift)

12% (40 Vol.) (up to 5 levels of lift)

Mixing ratio: 1:2 (color cream : developer)

Development time: 30–45 minutes

Complete the service using FIBRE CLINIX for bond creation and long-lasting color protection in salon.

Choose your focus:

Optimal lift or neutralization - choose a lifting shade to match. The strongest neutralization will be achieved with 12–2, followed by 12–1. For dilution of the neutralization or pure lifting power, use 12–0.

Expert Tips on Lifting:

Apply the color in small sections and saturate hair with a generous amount of product all over.

When using cool shades, stay at least 2cm from the hairline on the first application.

Apply a neutralizing shade to that area last to prevent over-pigmentation. Leave to develop on the rest of the head for up to 15 minutes, then continue with the application to the root area and develop for another 30 minutes.

IGORA ROYAL Fashion Lights

IGORA ROYAL Fashion Lights are radiant fashion shades and blondes with integrated Fibre Bond Technology designed for highlighting techniques.

Features:

- Lift & color in one step
- Amazing brightness and luminosity
- Up to 5 levels of lift
- Intense contrast even on dark or colored bases
- To be used on bases 6 and darker
- Suitable only for application off-scalp

Special Technique:

Integrated directly into the color cream, the breakthrough Fibre Bond Technology helps protect bonds within the hair structure during the lifting process, in just one simple step with no extra effort.

IGORA ROYAL Oil Developer:
12% (40 Vol.)

Mixing ratio: 1:1

Development time: 30–45 minutes
(45 for lifting tinted bases)

Complete the service using FIBRE CLINIX for bond creation and ong-lasting color protection in salon.



IGORA ROYAL Silver Whites

IGORA ROYAL Silver Whites are specially designed to beautify white & grey hair shades.

Features:

- Low commitment for enhanced white and grey hair
- Extra care for mature hair
- Every shade is intermixable

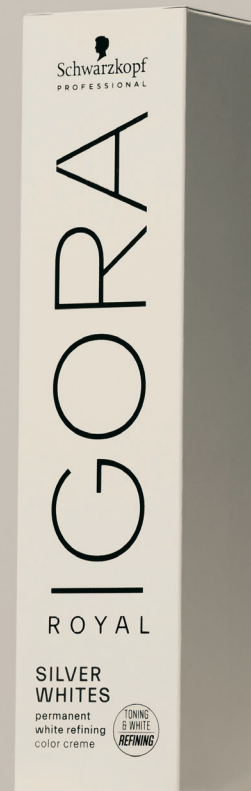
Shade usage:

- Silver: for 70%–100% white, on Base 6 and lighter
- Dove Grey & Grey Lilac: for 30%–100% white, on Base 5 and lighter
- Slate Grey: for 30%–60% white, on Base 1–5

IGORA ROYAL Oil Developer:
3% (10 Vol.)

Mixing ratio: 1:1

Development time: up to 20 minutes



IGORA ROYAL Neutralizers, Extracts, Pastelfier and Boosters

The IGORA ROYAL technical range consists of additives that can be combined with IGORA ROYAL shades to boost, shift or neutralize tone directions and for creative and customized color results.

IGORA ROYAL

Neutralizers

0-11, 0-22, 0-33

Features:

- Provide cool tone directions
- Mix with your desired shade to neutralize any unwanted warmth

Mixing:

- Neutralization on base 8 and 9: Add up to 5% of the color cream
- Neutralization on base 6 and 7: Add up to 15% of the color cream
- Neutralization on base 1 to 5: Add up to 25% of the color cream

Note:

When adding a Neutralizer, Extract, Pastelfier or Booster to your color formula you need to increase the amount of IGORA ROYAL Oil Developer accordingly.

Example:

60ml 6-0 + 9ml 0-22 + 69ml IGORA ROYAL Oil Developer

IGORA ROYAL

Boosters

0-55, 0-77, 0-88, 0-89, 0-99

Features:

- Boosts fashion shades on all levels of intensity
- Works with any of our IGORA ROYAL shades

Mixing:

- Your booster will make up to 50% of the color cream in your formula
- Adding too much booster will reduce coverage, so make sure you adjust the amount of color and your application method accordingly

Note:

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

Example:

60ml 7-77 + 15ml 0-77 + 75ml IGORA ROYAL Oil Developer



IGORA ROYAL

Extract E-1

If you want to breathe some cooling action into any IGORA ROYAL target shade, just add cendré.

Mixing ratio:

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

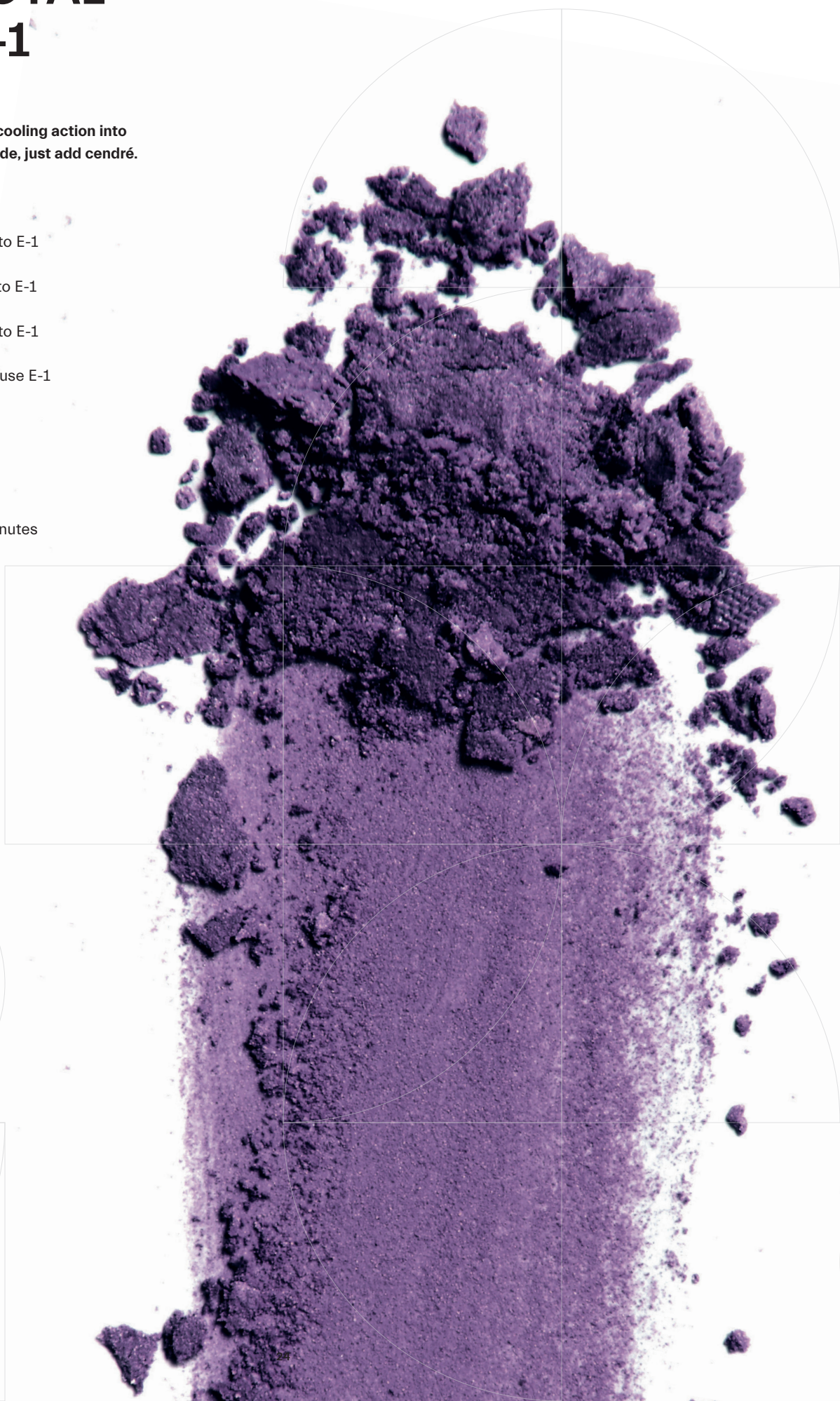
Mix 1:2 IGORA ROYAL shade to E-1

For extra cool results, simply use E-1 Extract purely.

Developer: 3% (10 Vol.)

Mixing ratio: 1:1

Development time: 30-45 minutes



IGORA ROYAL Pastelfier

The IGORA ROYAL Pastelfier is a 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 neutralization of upcoming warmth.

Mixing ratio:

Usage on bases 8–9

1 part color cream + up to 2 parts Pastelfier

Usage on bases 5–7

1 part color cream + up to 4 parts Pastelfier

Usage on bases 3–4

1 part color cream + up to 6 parts Pastelfier

Developer: according to the instructions of the base color cream used

Development time: 30–45 min.

IGORA ROYAL Diluter 0–00

The IGORA ROYAL Diluter reduces pigment concentration in highly pigmented shades and enables you to create even softer pastel tones.

Mixing ratio:

Add up to 50% of the 0–00 into the color formula. Increase the amount of developer proportionally.

Note:

When you add the diluter to your chosen IGORA ROYAL shade, the amount of developer must be increased proportionally to maintain the target depth.

Example: 20ml 6–88 + 20ml 0–00 + 40ml Oil Developer

Successful Coloring

Color Consultation

To ensure a successful color service, it is crucial to fully understand what your client really wants. Here you will explore the essential points that need to be taken into consideration for an ideal color consultation and thus the choice of color for your client.

Hair color is key to hairdressing today. It is no longer about just covering white hair but all about creating real fashion statements. New hair color captures the imagination and suggests a confident personality. As each client is unique, selecting a new hair color is a very personal matter. Each client wants to look and feel their best, so finding the correct shade and treatment is the basis for a successful color business.

DIAGNOSIS

A precise diagnosis of the client's hair is essential. Misjudgment at this stage means the final result may not be what the client was expecting. Although it may be possible to adjust the tone direction later or even correct the complete color result, the real damage will be measured in customer confidence.

In some cases, it may be immediately obvious that a client has natural, virgin or previously colored hair. In many cases, however, this may not be as obvious as it seems, especially if a client has just recently added a natural shade. Therefore, always look at the roots first in order to identify re-growth.



Natural Hair Color

Before analyzing the hair to determine the natural color, it is worth bearing in mind that there may very well be two different shades, one in the back and one – more obvious to the client – at the front. These can easily vary by as much as two levels. As the client will mainly perceive the color in the front, your color recommendation should reflect this, especially if covering white hair or lifting.

To determine the exact color depth and tone use the strands from the IGORA ROYAL color charts, which allow assessment of the natural pigment present in the hair and provides a good analysis of the underlying pigments, too.

PREVIOUS COLORATIONS

Determine if a client has had a previous coloration, perm or bleach. This will influence the decision on whether or not to proceed with another coloring process. If hair is porous it will absorb more color and the result may come out darker than desired.

PERCENTAGE OF WHITE HAIR

Many people choose color in order to cover white hair. Even if this is not the primary reason, the percentage of white should influence your product choice. Different color mixtures might be needed to evenly cover different percentages of white on one head. For an exact assessment of this percentage use the white selector.

HAIR DIAMETER

Hair coloring products work by depositing pigments into or onto the hair strand. The more pigments are deposited, the darker the shade. Given the same color formula, fine hair will develop to a darker color, whereas the same amount of pigments in very thick hair may give a lighter and more translucent result than desired. To achieve the target color on different bases, a different amount of pigment is needed.

NOTE

Fine hair:

Select a shade that is one level lighter than the target shade

Normal hair:

Select the target shade directly

Thick hair:

Select a shade that is one level darker than the target shade

Expert Tips on Coloring Hair

While every hairdresser can achieve excellent color results, there are occasions when the results are less than ideal. In each case it is essential to understand the reason for failure in order to prevent future mistakes. Coloring hair is not a mystery. There are good, technical reasons for every stage in the process and solutions to all color challenges.



NEUTRALIZING COLOR

Unwanted tones often appear when lifting hair to a higher level. This is particularly true when lightening dark hair, as it contains a higher amount of pheomelanin.

Pheomelanin is resistant to lifting more than 4 levels and thus a bleaching process is often required.

When lifting, the size of the pheomelanin is reduced, changing from red to orange, then to yellow before it finally dissolves.

Due to the fact that brown-black eumelanins dissolve quicker, the pheomelanin shows through more strongly towards the final stages of the lightening process. This at times creates unwanted warm tones. So, getting the mixing ratio and development time correct is crucial to achieving an accurate target result. Specific neutralizing shades or toning products are especially useful.

Other examples of unwanted tones may arise through incorrect color choices. This change in tone corresponds to the color circle theory, enabling you to see clearly how any two colors combine to form a new color.

COLOR CORRECTIONS

There are two important factors to consider when a color correction becomes necessary or is requested. The first is how to deal with the client. This should involve an extension of the client's analysis process. The second is how to achieve the desired target color.

1. Cancel out the darkness, lighten the hair
2. Change or eliminate the unwanted tone direction

Before proceeding with correcting a color, it is important to analyze the existing hair base and condition. If the client has had their hair colored at the salon before, then the previous results will be on their record card. This should form the basis of a new consultation.

PRE PIGMENTATION

Coloring hair back to the natural tone or darker after it was pre-lightened, highlifted or highlighted, goes along with the following challenges that can impact a correct and even color result:

- Hair is porous towards the ends.

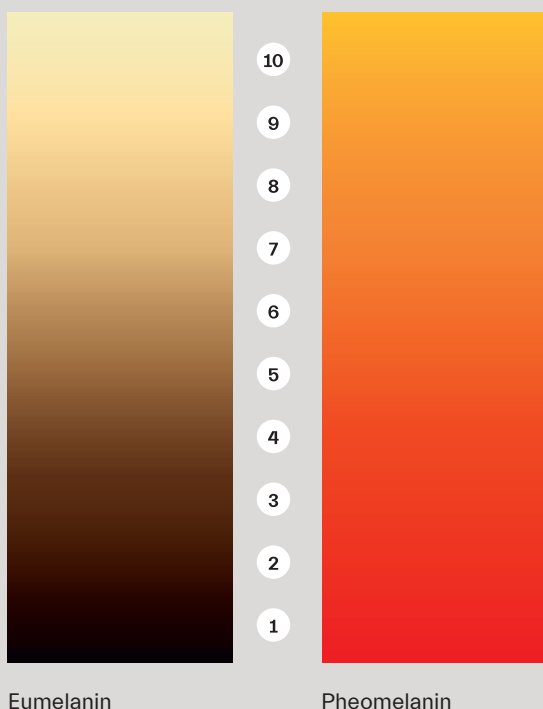
This can be the reason for the small red-orange pigments in the hair color to fall out of the hair strand quickly while cool pigments are absorbed by the porous hair leaving it looking dark, matte, muddy or green.

- The base is far too light to support the dark color result.

This will lead to a lighter and paler result than desired, making the hair look transparent and faded. To achieve the targeted color result, you need to put the contributing pigments back into the hair before applying the desired color.

How to do a pre-pigmentation:

- Apply the chosen semi-permanent color shade to the relevant areas (the lighter and porous hair)
- The hair should be dry or towel dried
- Apply the desired permanent color on top of the pre-pigmented hair and leave to develop for 30–45 min
- Depending on the hair condition and to avoid a darker end result, please choose the permanent color 1 level lighter or same level than the desired color
- If the end result should be darker than 2 levels, please use the following mixing ratio: 2 parts of the fashion shade and 1 part natural shade
- It is ideal to use semi-permanent color pigments when pre-pigmenting the hair



Eumelanin

Pheomelanin

Target Level:

7 up to 9
5 up to 6
1 up to 4

Suitable tone directions:

gold
copper
red

EXPERT TIPS ON BLONDE

What are blonde clients expecting today?

- Clients are looking to the hairdresser like a beauty coach, who creates their customized blonde and highlights the client's personal features
- Clients with blonde hair are typically more cautious about the health of their hair. The hairdresser needs to consider this during the consultation
- Clients with blonde want to keep their blonde beautiful as long as possible

Blonde is an area which requires a high-level skillset of color knowledge and special technical skills.

The crucial fact – and different from any other color service – with blonde hair is that the target shade cannot be chosen in a usual way. The strands in the color chart do not show an end result and needs to be taken only as a reference for the end result.

Good communication and consultation is the key for a successful blonde service. The existing hair base and the target color result will decide whether it is possible to achieve the desired color in one step or if a second step is necessary. Following a checklist will help for navigation and to find the suitable product, shade and developer strength to achieve the wanted color result.

| Checklist | Why.... |
|---|---|
| 1. Evaluate the depth and tone direction of your client's hair | The darker the hair the more red-orange pigments need to be counteracted. Help to choose the correct tone direction of the shade. |
| 2. Choose the right product | Important for neutralization of upcoming warmth and lifting performance (Lightener or Highlifts) |
| 3. Choose the correct Developer strength | To achieve the desired level of lift |
| 4. Before toning: Evaluate the depth and tone direction of the lifting result | To reach the target level of lift and the optimal neutralization / toning |
| 5. Development time | Please always allow the maximum development time without using heat |

| Good to know | IGORA ROYAL® Highlifts | IGORA® VARIO BLOND |
|------------------------------------|------------------------|--------------------|
| Use on natural bases | Yes, bases 6 to 8 | Yes, all bases |
| Use on previous color treated hair | No | Yes |
| Achieved levels of lift | Up to 5 | Up to 8 |
| Mixing ratio | 1:1 or 1:2 | 1:2 |
| Development time | 30-45 minutes | Up to 45 minutes |

IGORA VIBRANCE®



IGORA VIBRANCE is our state-of-the-art moisturizing demi-permanent hair color. Its ability to transform between a liquid or gel formula offers you multiple options to suit every customer.

Bottle application:

Quick and easy services at the back wash, ideal for use in combination with the 1.9% (6 Vol.) Activator Gel.

Bowl application:

For precise applications, use the 1.9% (6 Vol.) or 4% (12 Vol.) Activator Lotions.

CHROMA ID



CHROMA ID is a semi-permanent mix & tone color system with integrated bonding. It is designed for subtle to bold shades and offers 100% color flexibility without damage to hair.

Refreshing: Intensifies and refreshes faded tones







Neutralizing: Adds cool hues to blonde hair

Go Bold: Enables clients to experiment and discover new color worlds without commitment

Customize: All shades are intermixable and provide an individual in-salon result

Color Service Opportunities and Optimization

A service is not about individual products, it's about the total look. It should create an experience for the client as well as value for the salon. Premiumize your color service by including the Schwarzkopf Professional COLOR ESSENTIALS in the following salon scenarios for an optimal color result.

| | | |
|---|---|--|
| STEP 1 Create a beautiful canvas before coloration |  | BOND ENFORCING COLOR REMOVER Enables the removal of artificial color build up while maintaining the integrity of the hair. |
| |  | HAIR PRIMER Equalizes the hair strand and further strengthens the hair fiber. Helps to neutralize impurities and metal ions and prevents the succeeding color from inequalities. |
| STEP 2 Protect the hair, scalp and skin during coloration |  | SCALP PROTECT Protects the scalp from irritation during the color and lightening service without compromising on the color performance. |
| |  | SKIN PROTECT Helps prevent skin staining or irritation of the skin on the hair line. |
| STEP 3 Seal the hair after coloration for optimal, long-lasting color results |  | STAIN REMOVER Helps to remove skin staining after color treatment. |
| |  | HAIR SEALER Neutralizes, helps repair the hair and smooths the hair fiber after each color service to lock in color pigments to help prevent fading and shifting. Helps to stop the oxidative process. |

COLOR ESSENTIALS

FIRST TIME FULL HEAD

RE-GROWTH AND REFRESH
MID-LENGTHS AND ENDS
DUAL

DUAL-SYSTEM APPLICATION

FOILING HIGHLIGHTS
OR BALAYAGE

LIFTING COLOR

LIFTING AND LIGHTENING
FOLLOWED BY PASTEL

PRE-PIGMENTATION

COLOR CORRECTION

IGORA ROYAL® Matrix

Portfolio IGORA ROYAL Core

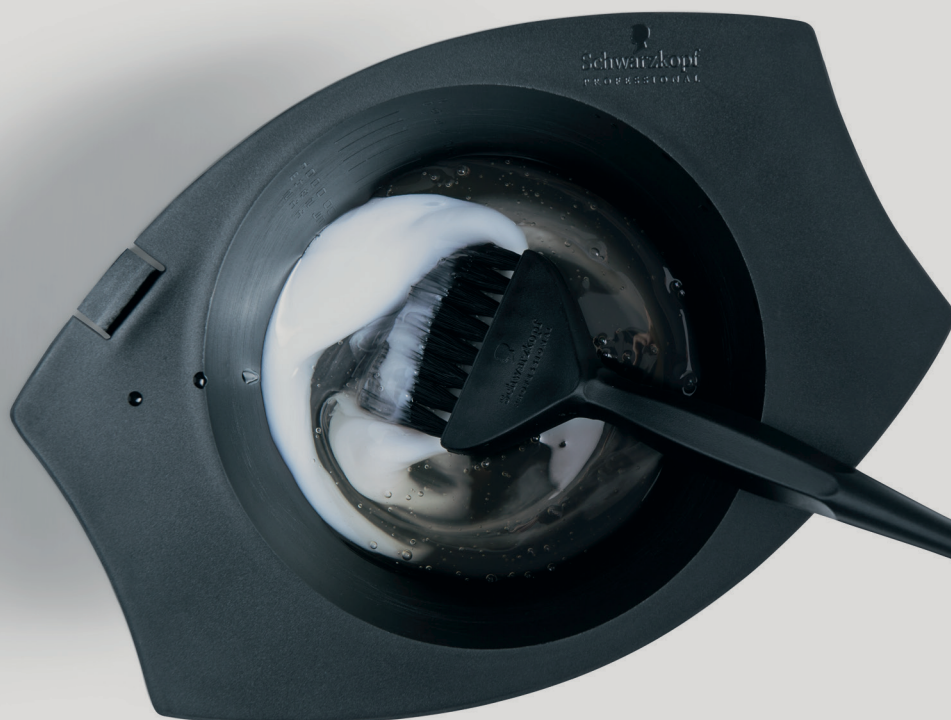
| Naturals | | | Cendrés & Cools | | | | Beiges | | |
|----------|------|-----|-----------------|------|------|------|--------|------|----|
| -0 | -00 | -1 | -11/-12/-13 | -16 | -21 | -24 | -4 | -42 | |
| 9-0 | 9-00 | 9-1 | | | | 9-24 | 9-4 | 9-42 | |
| 8-0 | 8-00 | 8-1 | 8-11 | | | | 8-4 | | 8- |
| 7-0 | 7-00 | 7-1 | | | 7-21 | 7-24 | 7-4 | 7-42 | |
| 6-0 | 6-00 | 6-1 | 6-12 | 6-16 | | | 6-4 | | 6- |
| 5-0 | 5-00 | 5-1 | | 5-16 | 5-21 | | 5-4 | | |
| 4-0 | | | 4-13 | | | | | | 4- |
| 3-0 | | | | | | | | | |
| 1-0 | | 1-1 | | | | | | | |

Portfolio IGORA ROYAL Highlifts. Absolutes, Silver Whites, Fashion Lights

| Absolutes | | | | | | Highlifts & Pastels | | | |
|------------------|------------------------|----------|------|----------|------|---------------------|-------|--------|--------|
| -01/-10/ -140 | -40/-450/ -460/-470 | -50/-560 | -60 | -70/-710 | -80 | 10- | 12- | 9.5- | Silver |
| 9-140 | 9-40 | 9-50 | 9-60 | | | 10-0 | 12-0 | 9.5-1 | Sil |
| 8-01 | 9-460 | 9-560 | 8-60 | 7-710 | | 10-1 | 12-1 | 9.5-22 | Dove |
| 8-140 | 9-470 | 8-50 | 7-60 | 7-70 | | 10-14 | 12-11 | 9.5-4 | Grey |
| 7-140 | 7-450 | 7-50 | 6-60 | 6-70 | 6-80 | 10-21 | 12-19 | 9.5-49 | Slate |
| 7-10 | 7-460 | 7-560 | 5-60 | | 5-80 | 10-4 | 12-2 | | |
| | 7-470 | 6-50 | 4-60 | | | | 12-4 | | |
| | 6-460 | 5-50 | | | | | | | |
| | | | | | | | | | |

| & Golds | | | Cocolates | | | | Reds | | |
|---------|--------|------|-----------|------|------|------|--------|------|--------|
| 46 | -5/-55 | -57 | -6 | -63 | -65 | -68 | -7/-77 | -88 | -98/99 |
| | 9-55 | | | | 9-65 | | 9-7 | | 9-98 |
| 46 | 8-55 | | | | 8-65 | | 8-77 | | |
| | 7-55 | 7-57 | | | 7-65 | | 7-77 | | |
| 46 | 6-5 | | 6-6 | 6-63 | 6-65 | 6-68 | 6-77 | 6-88 | 6-99 |
| | 5-5 | 5-57 | 5-6 | 5-63 | 5-65 | 5-68 | 5-7 | 5-88 | 5-99 |
| 46 | | | 4-6 | 4-63 | | 4-68 | | 4-88 | 4-99 |
| | | | | | 3-65 | 3-68 | | | |
| | | | | | | | | | |

| Specialties | | | |
|-------------|---------|-------------------------|-------------------|
| Whites | Booster | Booster/ Neutralizer | Fashion Lights |
| ver | 0-55 | 0-00 | L-00 |
| Grey | 0-77 | 0-11 | L-44 |
| Lilac | 0-88 | 0-22 | L-77 |
| Grey | 0-89 | 0-33 | L-88 |
| | 0-99 | E-1 | L-89 |
| | | Pastelfier | |
| | | | |
| | | | |



Be the colorist you want to be.

Sei der Colorist der Du sein willst.

Soyez le Coloriste que vous rêvez

d'être. Sii il colorista che vuoi essere.

Ben de colorist die je wilt zijn. Soyez

le Coloriste que vous rêvez d'être.

Sii il colorista che vuoi essere.

Ole juuri se värjääjä, joka haluat olla.

Να είσαι ο colorist που θέλεις εσύ.

Bud'ťte koloristou, jakým jste si vždy

přáli být. Bud'ťte koloristom, akým ste

si vždy priali byť. Légy a Colorist aki

lenni szeretnél. Bądź kolorystą takim,

jakim chcesz być. Budite kolorist kakav

želite biti. Tapk koloristu, kuriuo svajoji

būti. Esi tāds krāsu eksperts, kāds

vēlies būt. Budite kolorist kakav želite

biti. Tapk koloristu, kuriuo svajoji būti.

Будьте Колористом, яким мрієте бути.

Бъдете Колориста, който желаете.

Будьте Колористом, которым хотите

быть. Sê o colorista que queres ser.

Bądź kolorystą, jakim chcesz być.

IGORA ROYAL®

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