



Schwarzkopf®  
PROFESSIONAL

# IGORA VIBRANCE®

INSTRUCTION FOR USE



*Together. A passion for hair.®*

# IGORA VIBRANCE®

OUR STATE-OF-THE-ART, MOISTURIZING, DEMI-PERMANENT HAIR COLOR, WITH A LIQUID FORMULA THAT CAN TURN INTO A GEL OR CREAM FOR MORE SERVICE OPTIONS. DISCOVER HOW IGORA VIBRANCE CAN DO MORE FOR YOUR CREATIVITY, CLIENTS AND COLOR BUSINESS!

## MORE PERFORMANCE

Up to 100% more Insta Shine\* PLUS hair protection with a Moisture Protecting complex

## MORE CONVENIENCE\*\*

The LIQUID formula with 1:1 mixing ratio allows for easier formulation, faster mixing and more efficient application\*\*

## MORE VERSATILITY\*\*

The liquid demi that allows you to choose either a Gel or a Cream consistency. Experience the ease of use of a Gel, or the precision application only a Cream can offer.

## MORE CHOICE\*\*

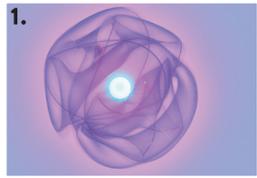
Offer your clients the full range of demi services (Tone-on-tone, Pastel Toning, Fashion Toning, Neutralization / Color Correction, Color Refreshing, Clear Glossing) with over 60 shades that harmoniously match IGORA ROYAL®



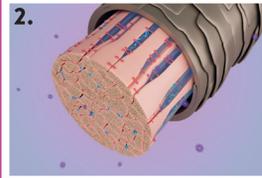
DISCOVER HOW IGORA VIBRANCE CAN DO MORE FOR YOUR BUSINESS.

\* vs. uncolored hair  
\*\* vs. old formula

# MOISTURE PROTECTING COMPLEX WITH AQUAXYL™



1. The formula with **AQUAXYL™** stabilizes the hair's inner moisture level through a combination of sugar molecules and vitamins.



2. It helps control the circulation of water within the hair during the development process and stabilizes the inner structure of each hair fibre.



3. This "Anti-dehydration shield", together with using up to 40% less alkalinizing agents (MEA)\*\*\*, creates a clean canvas for an even color result and helps protect against hair breakage.



4. The alcohol-free formula enriched with Vitamin B3 and B5 helps shield and evens the hair surface for vibrant shine.

\*\*\* MEA = Monoethanolamine

## THE IGORA® COLOR NUMBERING SYSTEM

Color Depth	Tone Direction
	-0 natural (neutral)
1 – black	-1 cendré (blue/violet)
	-2 ash (blue)
3 – dark brown	-3 matte (green)
4 – medium brown	-4 beige (muted gold)
5 – light brown	-5 gold (gold)
6 – dark blonde	-6 chocolate (warm brown)
7 – medium blonde	-7 copper (orange)
8 – light blonde	-8 red (red)
9 – extra light blonde	-9 violet (violet)

The system is based on a combination of numbers.

### The number in front of the dash (7-57):

Indicates the ideal depth and base for the shade.

### The number(s) after the dash (7-57):

First number after the dash indicates the primary tone direction. The second number after the dash shows the secondary tone (minor tone) or the number zero indicates a neutral tone to achieve additional white blending.



	Naturals: -0, -1, -4	Naturals Extra: -00	Fashion Shades: -2, -5, -6, -7, -8, -9	Pastels: 9.5-, 10-	Boosters and Neutralizers: 0-	Clear with activator: 0-00
<b>What it is</b>	Neutral to cool tones with up to 50% white hair blending	Intensely pigmented natural shades for up to 70% white hair blending	Rich and intense colors with vibrant tonal directions	Pastel tones to create vivid pastels or pastel toning on level 9 & lighter	<b>Neutralizers:</b> Provide cool tonal directions <b>Boosters:</b> Boost fashion tone directions on all bases	<b>Pure Gloss:</b> Intensify natural colors and condition <b>Diluter:</b> Reduces pigment concentration in highly pigmented shades
<b>Additional Service Opportunities</b>	Dual-System Application, Tone-on-tone, Neutralization	For virgin and re-growth application	Dual-System Application Tone-on-tone, Fashion Toning	Pastel Toning, Neutralization / Correcting	Fashion Toning, Pastel Toning, Pre-Pigmentation	Clear Glossing and Diluting
<b>White Blending</b>	Up to 50%	Up to 70%	Up to 50%			
<b>Longevity</b>	Up to 25 shampoos	Up to 25 shampoos	Up to 25 shampoos	Up to 12 shampoos for 9.5- and up to 6 shampoos for 10-	Up to 12 shampoos	

# DETERMINING THE RIGHT SHADE

All shades are shown on the ideal bases for the shade, indicated by the number in front of the dash, to deliver a true to swatch result:

- Identify natural base hair color / color depth and texture to choose the right IGORA VIBRANCE® Activator
- Identify the white hair percentage on the re-growth to choose the right formula mixing ratio between Natural and Fashion shade
- Identify the color on the mid-lengths and ends (depth and tone direction) to choose the right tone

EXPERT TIP

IGORA VIBRANCE shades may appear darker during the development time. The shades depth is in line with the indicated number on the shade.

# CHOOSING THE RIGHT CONSISTENCY

The IGORA VIBRANCE Activator System allows you to choose between a Gel or soft Cream consistency.

- The IGORA VIBRANCE Activator Gel 1.9% (6 Vol) contains a gel-ifying agent which creates a unique Gel consistency ideal for bottle applications like quick services at the backwash.
- The IGORA VIBRANCE Activator Lotions 1.9% (6 Vol) and 4% (13 Vol) contain a special thickening agent, which transforms the liquid color into a cream consistency enabling precise, easy and fast application.
- IGORA VIBRANCE is formulated with an easy 1:1 mixing ratio on all shades.



# ACTIVATOR STRENGTH AND MIXING

Mixing Ratio	Activator strength	Levels of lift	Usage	Development Time
Mix 1:1	1.9% / 6 Vol.	None	<ul style="list-style-type: none"> <li>• Dual-System Application: Refreshing mid-lengths and ends*</li> <li>• Pastel toning &amp; Neutralization</li> <li>• Tone-on-tone services</li> <li>• Coloring darker</li> <li>• White hair blending up to 30%</li> </ul>	5-20 min
	4% / 13 Vol.	Soft brightening (up to 1 level on light bases)	<ul style="list-style-type: none"> <li>• Dual-System Application: Refreshing mid-lengths and ends</li> <li>• Optimal vibrancy with fashion shades</li> <li>• White blending up to 70% with Natural Extra Shades</li> </ul>	



\*Explanation of DUAL-SYSTEM APPLICATION on next page

# GUIDELINES FOR WHITE HAIR BLENDING

% of white hair	Shade Selection	Activator Strength	Development Time
0-30%	Natural and Fashion Shades (both can be used alone)	1.9% / 6 Vol.	20 min
30-50%	Natural and Fashion Shades (both can be used alone)	4% / 13 Vol.	
50-70%	Mix Natural Extra Shade with Fashion Shade (re-growth application only)	4% / 13 Vol.	
70-100%	Use IGORA ROYAL® (permanent hair color from Schwarzkopf Professional®)		30-45 min

# GUIDELINES FOR CLEAR GLOSSING AND DILUTION

IGORA VIBRANCE® Clear 0-00 is a non-pigmented formulation and can be used as a stand-alone gloss service, after a color service or to dilute VIBRANCE shades to reduce depth, intensity and to create pastel tones.

### USAGE INSTRUCTIONS:

#### Gloss Service/After Color Service:

- To give the hair an extra boost of shine, apply product generously from re-growth to ends (without Activator)
- Leave for 5 – 20 minutes depending on hair condition and rinse off thoroughly

#### Diluter:

- Add the desired amount of Clear 0-00 to the chosen IGORA VIBRANCE shade
- Increase the amount of IGORA VIBRANCE activator accordingly, to maintain a 1:1 mixing ratio with the shade and the activator.
- View mixing table below for more details

Dilution / Color depth	1, 3, 4, 5	6, 7, 8, 9	Recommended mixing ratio (always respect the 1:1 mixing ratio with IGORA VIBRANCE Activator)
Full intensity			<ul style="list-style-type: none"> <li>• 60g of IGORA VIBRANCE shade</li> </ul>
Moderate dilution			<ul style="list-style-type: none"> <li>• 45g of IGORA VIBRANCE shade</li> <li>• 15g of IGORA VIBRANCE Clear 0-00</li> </ul>
Soft dilution			<ul style="list-style-type: none"> <li>• 30g of IGORA VIBRANCE shade</li> <li>• 30g of IGORA VIBRANCE Clear 0-00</li> </ul>

EXPERT TIP

Ideal for warm Fashion Shades. DILUTING A SHADE will reduce its white blending.

# GUIDELINES FOR MIXING BOOSTERS

	Tonal intensity	1, 3, 4, 5	6 & 7	8 & 9
<b>Neutralizing Boosters:</b> 0-11, 0-22, 0-33  Neutralizing additive to provide cool tonal directions. To be added to IGORA VIBRANCE® shades	Soft Results	Add up to 15% of the Booster 10g per 60g of IGORA VIBRANCE	Add up to 5% of the Booster 3g per 60g of IGORA VIBRANCE	Add up to 2.5% of the Booster 1.5g per 60g of IGORA VIBRANCE
	Intense Results	Add up to 25% of the Booster 15g per 60g of IGORA VIBRANCE	Add up to 10% of the Booster 6g per 60g of IGORA VIBRANCE	Add up to 5% of the Booster 3g per 60g of IGORA VIBRANCE
<b>Fashion Boosters:</b> 0-55, 0-77, 0-88, 0-89, 0-99  Additive to boost fashion tone directions on all bases. To be added to IGORA VIBRANCE shade	Soft Results	Add up to 25% of the Booster 15g per 60g of IGORA VIBRANCE	Add up to 10% of the Booster 6g per 60g of IGORA VIBRANCE	Add up to 5% of the Booster 3g per 60g of IGORA VIBRANCE
	Intense Results	Add up to 30% of the Booster 20g per 60g of IGORA VIBRANCE	Add up to 20% of the Booster 12g per 60g of IGORA VIBRANCE	Add up to 10% of the Booster 6g per 60g of IGORA VIBRANCE

## EXPERT TIP:

When adding a Booster to a selected IGORA VIBRANCE shade, the amount of Activator must be increased proportionally. When adding a Booster into the color formula, keep in mind that the amount of the Booster will influence the color depth.

# GUIDELINES FOR PRE-PIGMENTATION USING IGORA VIBRANCE

Pre-pigmentation is recommended when coloring 2 or more levels darker and/or to ensure the desired tone direction on porous (pre-lightened) hair. The pre-pigmentation shade depends on the desired level of the IGORA ROYAL® or IGORA VIBRANCE target shade.

Level of target shade	Recommended IGORA VIBRANCE Shade	Activator usage	Mixing Ratio
8- Light Blonde 7- Medium Blonde	0-55 Booster	1.9% / 6 Vol.	1:1
6- Dark Blonde 5- Light Brown	0-77 Booster		
4- Medium Brown 3- Dark Brown 1- Black	0-88 Booster		

## RINSING:

At the end of the development time, add a small amount of warm water, gently massage to emulsify and rinse out thoroughly until water runs clear and blow-dry the hair. Then follow Post Coloration Treatment.

# APPLICATION METHODS



## DUAL-SYSTEM APPLICATION

is a professional application method that combines permanent hair color for the re-growth area with demi-permanent hair color for the mid-lengths and ends. This system helps keep hair lengths and ends in optimal condition for more vibrant shine and a gentle touch.

Start application on dry hair

1. Apply IGORA ROYAL® to re-growth taking fine sections (leave to develop 10-20 min)
2. Apply IGORA VIBRANCE® evenly to mid-lengths and ends (leave to develop for another 10-20 min)



## FULL HEAD APPLICATION

- Start application on dry hair or towel-dried hair
- Part the hair into 4 quadrants
- Apply evenly from re-growth to mid-lengths and ends
- **Development time:** 10 – 20 min.



## GLOSSING, CLEAR GLOSS, PASTEL TONING & NEUTRALIZATION

IGORA VIBRANCE comes with 8 9.5-Toners, 5 NEW 10- Toners and a CLEAR 0-00.

Use to neutralize after lightening services or to create beautiful pastel tones.

### NEUTRALIZATION AFTER LIGHTENING SERVICES

- Apply IGORA VIBRANCE Toner evenly to towel-dried hair
- **Development time:** develop visually for 5-20 min.

### PASTEL TONING

- Pre-Lighten hair to level 9 or lighter
- Apply IGORA VIBRANCE Toner evenly to towel-dried hair
- **Development time:** develop visually for 5-20 min.

### EXPERT TIP

Use BOOSTERS to customize or adjust the desired tone. Follow instructions in the GUIDELINES FOR MIXING BOOSTERS.



## PLACEMENT OR FREEHAND APPLICATION

- Start application on dry hair.
- Isolate selected strands in foils or work with a freehand technique to create multi-dimensional results
- **Development time:** 10 – 20 min.

### RINSING:

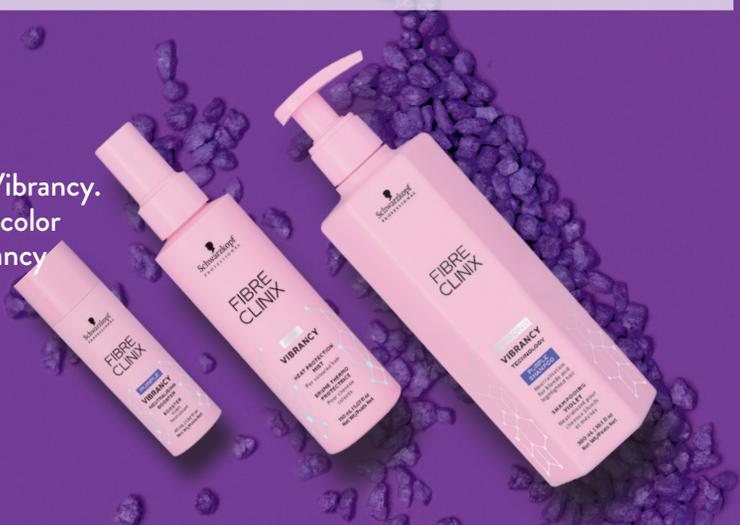
At the end of the development time, add a small amount of warm water, gently massage to emulsify and rinse out thoroughly until water runs clear. Then follow Post Coloration Treatment below.

# POST COLORATION TREATMENT

Shampoo with FIBRE CLINIX Tribond or Vibrancy. After shampooing, for long-lasting, intense color results use FIBRE CLINIX Tribond or Vibrancy Conditioner or Treatment.

### EXPERT TIP:

To maintain color longer, make sure clients take home FIBRE CLINIX Vibrancy range.





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