

IGORA ZERO AMM

TECHNICAL MANUAL

  
Schwarzkopf<sup>®/MD</sup>  
PROFESSIONAL

Be the Colorist  
you want to be

*Together. A passion for hair.*<sup>®/MD</sup>



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

**IGORA ZERO AMM** is a permanent coloration that's free from ammonia and ammonia fragrance for a pleasant color experience and natural-looking color results.

A dedicated assortment of 28 shades, for a pleasant color experience without compromise. Enriched with Phytolipid Technology, the formula offers true-to-tone color results with up to 100% white hair coverage. All IGORA ZERO AMM formulations are vegan, free from silicones and without added fragrance.



\*Color performance compared to IGORA ROYAL

# Zero ammonia for a maximized color result

- **Free from ammonia**
- Natural-looking **true-to-tone** results
- **Free from fragrance**
- Up to **100% white coverage**
- **Improved** color direction, coverage & neutralization\*
- Up to **3 levels of lift** (10-series)
- **Vegan** formula\*\*



\*Vs Essensity

\*\*free from animal derived ingredients

# Zero compromise with Phytolipid Technology

The formulation with Phytolipid Technology, contains a blend of natural micronized oils and optimized pigment mixes, for equal pigment penetration from root to tips. The micronized oils, consisting of Grape seed oil & Apricot kernel oil, help to improve the color performance for long-lasting true-to-tone color 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 alkalinizing agent called monoethanolamine (MEA). MEA provides the same pH value as ammonia while being nearly odourless for a more pleasant color experience.

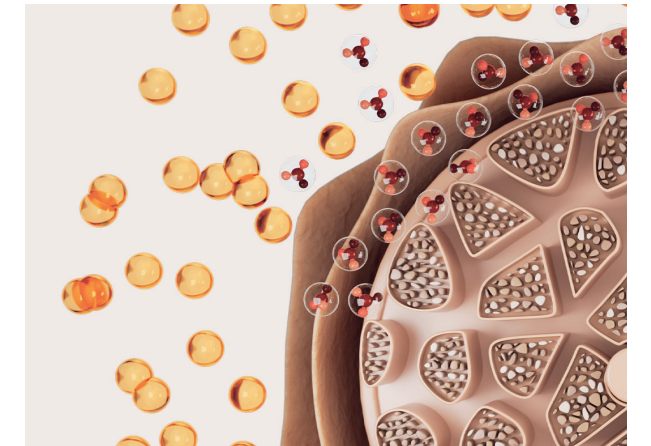
# 1

Optimized blend of pigment mixes and natural micronized oils for natural true-to-tone color results.



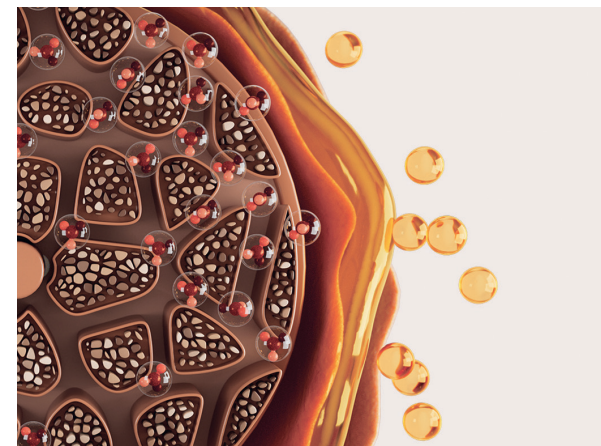
# 2

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



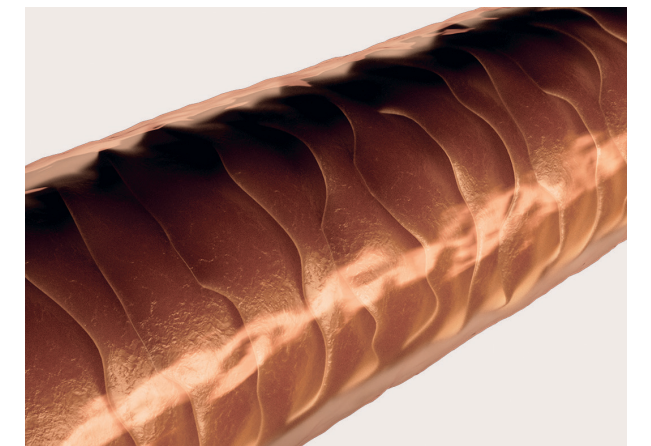
# 3

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



# 4

The precious blend of natural micronized oils with Omega 9 seals the cuticle for optimal care performance and long-lasting intense color results.



# Get to know the full IGORA ZERO AMM assortment

	Naturals		Cendré / Matt		Beiges & Golds			Chocolates		Coverage	Highlifts
	-0	-00	-1	-31	-42	-46	-5/-55	-6	-67	-60	10-
9- Extra light blonde	9-0	9-00	9-1		9-42						
8- Light blonde	8-0					8-46					10-14
7- Medium blonde	7-0	7-00	7-1		7-42		7-55		7-67	7-60	10-19
6- Dark blonde	6-0			6-31				6-6			
5- Light brown	5-0	5-00	5-1				5-5		5-67	5-60	
4- Medium brown	4-0							4-6			
3- Dark brown	3-0										
1- Black	1-0										

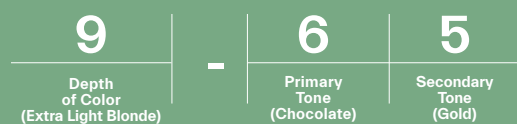


	IGORA ZERO AMM Natural	IGORA ZERO AMM Natural Extra	IGORA ZERO AMM Fashion	IGORA ZERO AMM Coverage	IGORA ZERO AMM Highlifts
<b>Assortment</b>	-0	-00	-1,-31,-42,-46,-5,-55,-6,-67	-60	-14, -19
<b>Coverage</b>	Up to 100%	Up to 100%	Up to 50%*	Up to 100%	-
<b>Oil Developer</b>	3%   10 Vol. 6%   20 Vol. 9%   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.
<b>Mixing ratio</b>	1:1	1:1	1:1	1:1	1:2
<b>Development time</b>	30-45 mins	30-45 mins	30-45 mins	30-45 mins	30-45 mins

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



## IGORA numbering system



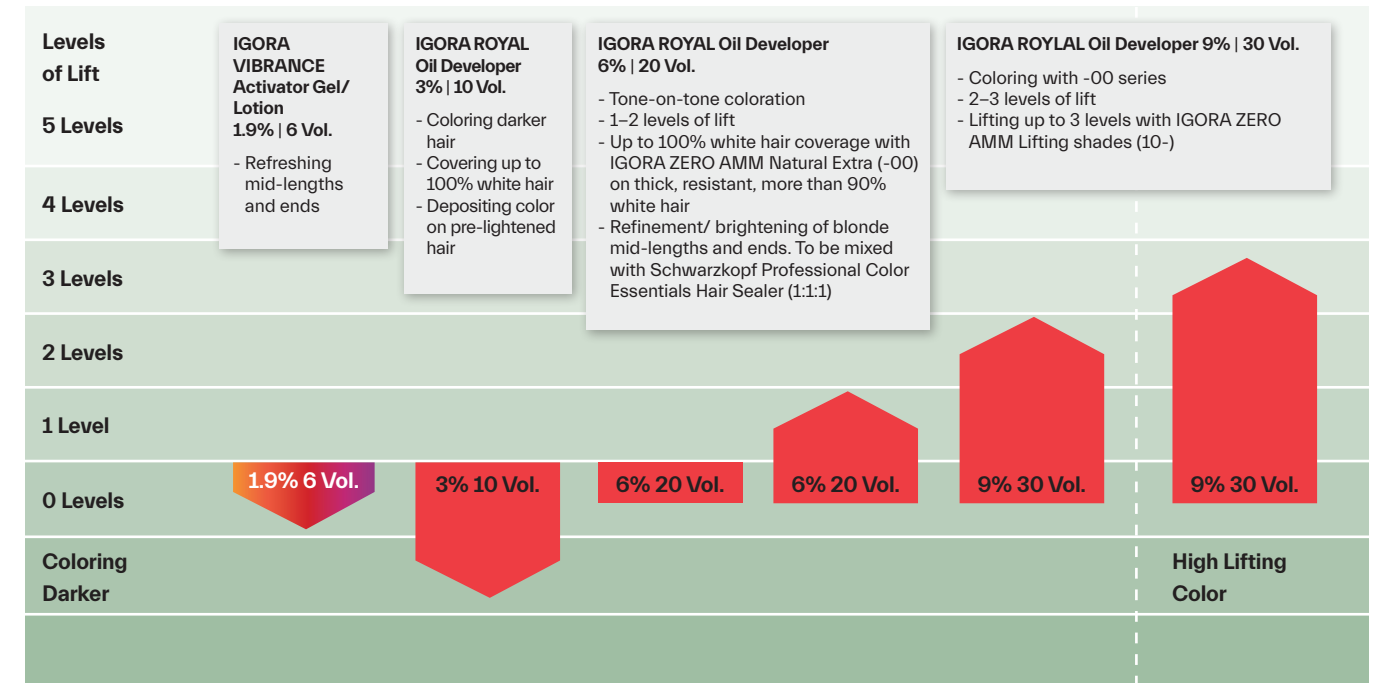
Color Depth	Tone Direction
	-0 natural (neutral)
1 - black	-1 cendré (violet/blue)
	-2 ash (blue)
3 - dark brown	-3 matt (green)
4 - medium brown	-4 beige (muted gold)
5 - light brown	-5 gold (gold)
6 - dark blonde	-6 chocolate (warm brown)
7 - medium blonde	-7 copper (orange)
8 - light blonde	-8 red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

The IGORA Color Wheel



## IGORA Developer Usage Table

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



## Coverage of White Hair

All IGORA ROYAL, IGORA COLOR10 and IGORA ZERO AMM shades provide up to 50%-100% white hair coverage.

When using shades with less than 100% coverage on more than 50% white hair, mix 1 part Natural (-0) in a 2:1 ratio to achieve up to 100% coverage. Mix 1:1 for thick or resistant hair.

Example: 40ml 6-6 + 20ml 6-0 + 60ml IGORA ROYAL Oil Developer

## Application Tips & Tricks

- Always use Schwarzkopf Professional Scalp Protect & Skin Protect to minimize sensitivity issues.
- When applying the color, be precise with the application. Make sure the color is not directly applied onto the scalp.
- Leave out the hairline and finer baby hairs and use a comb to distribute the color 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.



# Key techniques & services

## 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. After shampooing, complete the service with Schwarzkopf Professional Hair Sealer to stabilize the hair and lock in color pigments



**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. This ratio is for fine to normal hair types. For more resistant hair types it is a 1:1 Fashion to Covering Shade.

## 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. After shampooing, complete the service with Schwarzkopf Professional Hair Sealer to stabilize the hair and lock in color pigments



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

## 3. Lowlight Technique

Divide the hair into 3 sections (nape area, horse-shoe section, top section)

### Nape Area:

1. Divide the nape area in 3 sections
2. On one side, work in diagonal sections using a 3cm wide slice and alternate colors from roots to ends
3. Continue the application on the middle and other side
4. Protect the color by using foils

### Horse-Shoe Section:

1. Work diagonally with a crescent section, same size as before and apply color from roots to ends
2. Alternate between colors and make sure that your next sections are overlapping with the previous diagonal section
3. Protect the color by using foils

### Top section:

1. Work with crescent sections, criss-cross from left to right applying color from roots to ends
2. Alternate between colors and make sure that your next sections are overlapping with the previous crescent section
3. Protect the color by using foils



### EXPERT TIP FOR MALE CLIENTS

When working on male clients, follow the exact same steps for the Nape Area. Then move directly to the Top section, but instead of working with crescent sections, use diamond sections to give more of an even blend.

## 4. Refresh Service

1. To prevent irritation on sensitive scalps, apply Schwarzkopf Professional Scalp Protect
2. Mix 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. After shampooing, complete the service with Schwarzkopf Professional Hair Sealer to stabilize the hair and lock in color pigments



**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 Color Essentials 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 neutralize 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
5. After shampooing, complete the service with Schwarzkopf Professional Hair Sealer to stabilize the hair and lock in color pigments







**Expert Tip** - Ideal for clients that want to revive their blonde color and remove dullness for the most beautiful blonde reflections.



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