

Be the Colorist you  
want to be. Because  
everything you need  
is already inside.

  
Schwarzkopf  
PROFESSIONAL



### SAME TRUSTED FORMULA AND PERFORMANCE

- True-to-tuft colour results
- Reliable, even and luminous colour
- Ultimate colour retention
- Holistic portfolio to perform every colour service

### NEW SUSTAINABLE PACKAGING

All IGORA ROYAL colour lines  
use the following materials:

- **Tube:** 100% recycled aluminium
- **Cap:** 100% recycled plastic
- **Folding Box:** min. 92% recycled cardboard



*Together. A passion for hair.*

# Discover the IGORA portfolio.



Every color service in a salon can be done with the IGORA portfolio.



## IGORA ROYAL

The Colourists' permanent colour

IGORA ROYAL is the reference brand for true colour performance with integrated High Definition Technology.

- True-to-tuft results
- Reliable, even and luminous colour results
- Natural shades with up to 100% white hair coverage
- Innovative fashion shades with up to 70% white hair coverage



## IGORA ROYAL SILVER WHITES

Perfect for optimizing white hair

Choose IGORA ROYAL Silver Whites to blend and neutralise natural white and salt & pepper hair.

- Extra caring ingredients for mature hair
- Intermixable shades
- Provides gentle tonal fading with no visible re-growth



## IGORA ROYAL ABSOLUTES

For confident mature clients

Specially formulated for mature hair, IGORA ROYAL Absolutes offers a wide range of fashion shades.

- 100% white hair coverage plus intense fashion tone in one, without adding a natural base
- Extra care for mature hair: Pro-Age-Complex with Siliamine and Collagen
- Low-Odour Technology



## IGORA COLOR10

Fast, convenient colour in only 10 minutes

IGORA COLOR10 is ideal for root and touch-up services, as well as global application for short to medium length hair, achieving the same result as a standard permanent colouration – all in just 10 minutes processing time.

- Perfect white hair coverage
- Long-lasting vibrancy
- Even colour results



## IGORA ROYAL HIGHLIFTS

For the coolest blonde result

With ultimate lift and neutralisation, IGORA ROYAL Highlifts is formulated for cool blondes and those who want to be.

- 5 levels of lift
- For cool blonde & bond services
- Integrated Fibre Bond Technology for minimised hair breakage\*
- No need for a separate bonding additive



## IGORA VIBRANCE

Demi-permanent hair colour

IGORA VIBRANCE is a state of the art moisturising demi-permanent hair colour. With a liquid formula that can turn into a gel or cream for more service options, IGORA VIBRANCE does #MORE for your creativity!

- Liquid formula
- Up to 100% more insta shine\*\*
- New moisture protecting complex with AQUAXYL™
- Shades matching IGORA ROYAL portfolio



## IGORA ROYAL FASHION LIGHTS

Radiant shades for highlighting techniques

Lifting and toning in one easy step with IGORA ROYAL Fashion Lights. Achieve intense contrast, even on dark or coloured bases.

- Up to 5 levels of lift (without pre-lightening)
- Integrated Fibre Bond Technology
- Perfect luminosity, intensity and contrast
- For all off-scalp highlighting techniques and effects



## IGORA VARIO BLOND

The lifting portfolio for endless colour services

The holistic IGORA VARIO BLOND lightening range with integrated Fibre Bond Technology offers up to 8 levels of lift with minimised breakage for endless blonde transformations.

- Two high-performing lighteners offering up to 7 or 8 levels of lift and strong neutralisation
- Cool Lift additive for extra neutralisation when mixes with lighteners

\* Compared to a highlifting service with IGORA ROYAL 10- and 12- series without Fibre Bond Technology  
\*\* vs. uncoloured hair

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