

Zero Ammonia
Zero Compromise
Zero Worries

IGORA ZERO AMM TECHNICAL MANUAL

100% Ammonia Free Odorless Intense Hair Color

Together. A passion for hair.



Liked Essensity? You Will Love The New IGORA ZERO AMM More

An ammonia free range with
the known reliability of IGORA

21 Permanent shades with Phytolipid Technology
and plant-based oils for up to 100% white hair
coverage and up to 3 levels of Lift.



ZERO AMMONIA

For Maximised Color Results

The new IGORA ZERO AMM

- Odorless hair color experience
- 100% Ammonia-free
- Natural-looking true-to-tone results
- Up to 100% white coverage
- Improved color direction, coverage and neutralisation.*
- Up to 3 levels of lift (10-series)



*vs Essensity

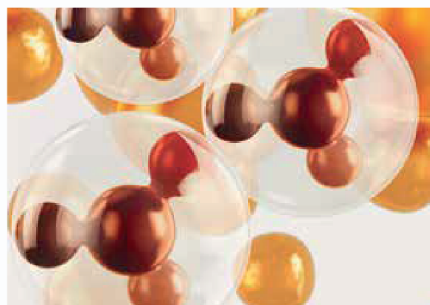
ZERO COMPROMISE

With A Trusted Technology

The formulation with the Phytolipid-Technology, contains a blend of natural micronised oils and optimised pigment mixes for equal pigment penetration from root to ends.

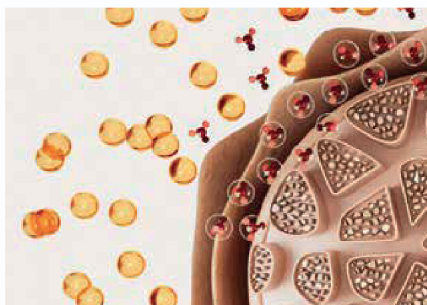
1

Optimised blend of pigment mixes and natural micronised oils for natural true-to-tone color results.



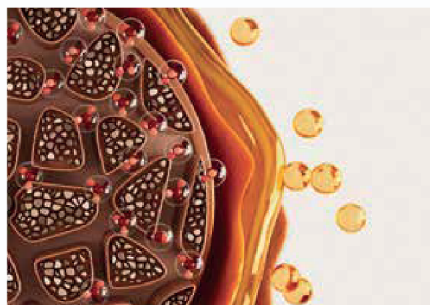
2

Micronised 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.



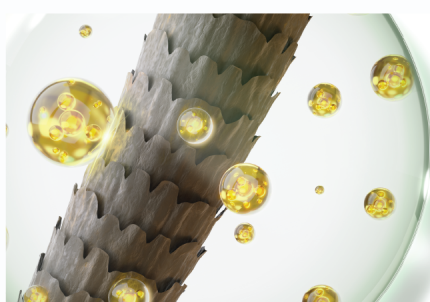
4

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



5

The micronised oils, consisting of Grape Seed oil & Apricot Kernel oil, help to improve the color performance for long-lasting true-to-tone color results.



ZERO WORRIES

Optimised And Convenient Portfolio

- The assortment has been formulated to be easily used with the IGORA ROYAL Oil Developers.
- No extra Developer needed, saving your business the cost of holding additional stock & space.

Before



Now



IGORA Numbering System

To keep things simple and create a portfolio that is super effective and easy to use, our numbering system is based on a combination of up to 3 numbers. The number in front of the dash (5-) indicates the depth of the shade and tells you the ideal level of depth to choose in order to achieve true-to-tone results. The numbers after the dash (-21) represent the primary and secondary tone direction. The IGORA ZERO AMM color wheel provides a clear overview of where each IGORA ZERO AMM shade falls within the spectrum and helps you choose the correct formula for every client. As you learned, shades directly opposite each other or with the same intensity will cancel each other out.

5 - 21

Level of depth:

- 1 - Black Dark
- 3 - Brown Medium
- 4 - Brown Light
- 5 - Brown Dark
- 7 - Blonde Medium
- 8 - Blonde Light
- 9 - Blonde Extra light
- 10 - Blonde Ultra blonde

Tone direction:

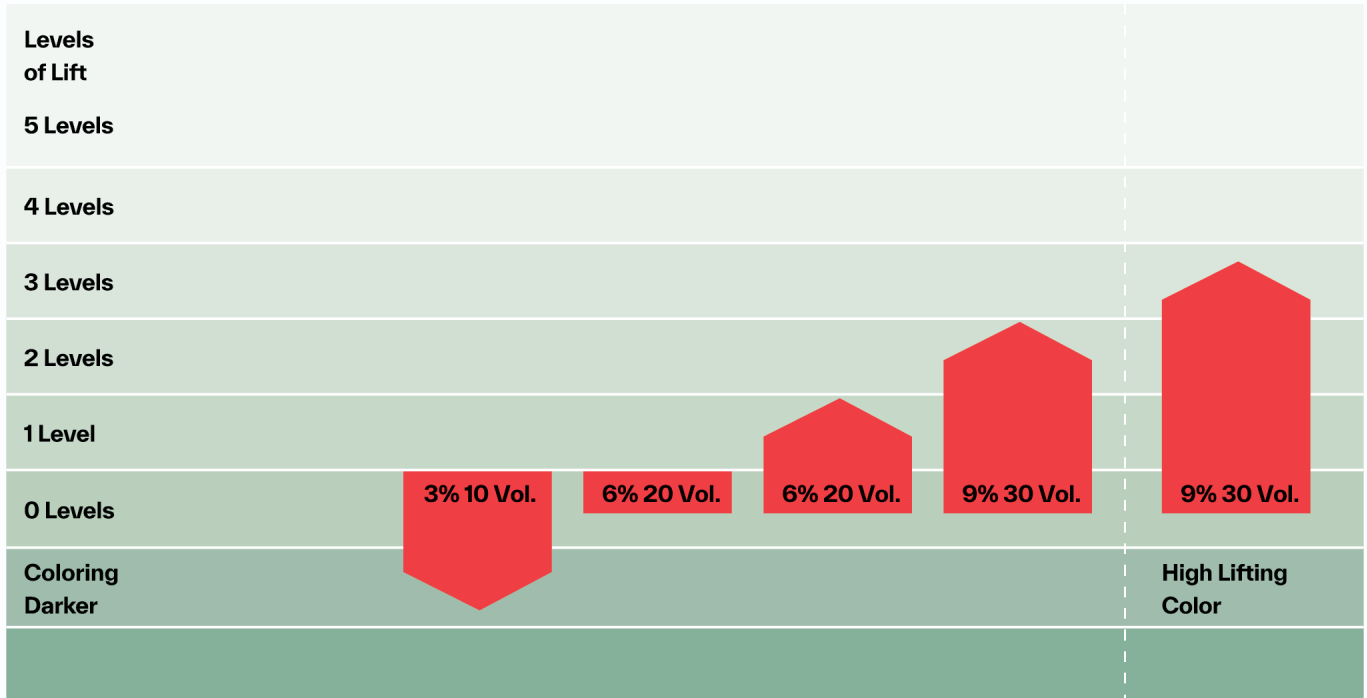
- 0 Natural
- 1 Cendré
- 2 Ash
- 3 Matt
- 4 Beige
- 5 Gold
- 6 Chocolate
- 7 Copper
- 8 Red
- 9 Violet

The IGORA ZERO AMM Color Wheel





IGORA Developer Usage Table



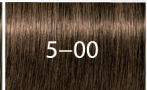
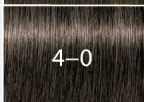




IGORA Developer Usage Guide

IGORA ROYAL Oil Developer 3% 10 Vol.	IGORA ROYAL Oil Developer 6% 20 Vol.	IGORA ROYAL Oil Developer 9% 30 Vol.
Coloring darker hair-Covering up to 100% white hair -Depositing color on pre-lightened hair	Tone-on-tone coloration-1-2 levels of lift -Up to 100% white hair coverage with IGORA ZERO AMM Natural Extra (-00) on thick, resistant, more than 90% white hair-refinement / brightening of blonde mid-lengths and ends. To be mixed with Schwarzkopf Professional Color Enablers Hair Sealer (1:1:1)	Coloring with -00 series-2-3 levels of lift-Lifting up to 3 levels with the IGORA ZERO AMM Lifting shades (10-)

Discover 21 Shades: An Exciting Collection with All New Shades

Explore this season's trending looks - from vibrant reds to cool beiges and golden caramels.

	Naturals	
	-0	-00
9- Extra light blonde		
8- Light blonde		
7- Medium blonde		
6- Dark blonde		
5- Light brown		
4- Medium brown		
3- Dark brown		
1- Black		

We Offer All Options Including Ammonia-free Color **Under 1 Brand Umbrella.**

	IGORA ROYAL Naturals	IGORA ROYAL Natural Extra	IGORA ROYAL Fashion Tones	IGORA ROYAL Specialties	IGORA ROYAL Highlifts	IGORA ROYAL Absolutes	IGORA ROYAL Fashion Lights	IGORA ROYAL Zero Amm
								
Use our IGORA ROYAL Oil Developers for optimal color intensity.	Shades -9	Shades -3	Shades -31	Shades -12	Shades -6	Shades -11	Shades -5	Shades -21

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



Cendre / Ash / Matt		Beige		Golds	Chocolates		Reds		Highlifts
-13	-21/-23	-42	-46	-5/-55	-6	-68	-88	-99	10-
			8-46						10-14
		NEW 7-42		7-55					
	6-23			NEW 6-6	6-68	NEW 6-88	NEW 6-99		
	5-21			NEW 5-5		5-88			
4-13					4-6	4-68			

Technical user guide

	IGORA ZERO AMM Natural	IGORA ZERO AMM Natural Extra	IGORA ZERO AMM Cendré, Ash, Matt	IGORA ZERO AMM Beige
Assortment	-0	-00	-1, -13, -21, -23	-42, -46
Coverage	Up to 100%	Up to 100%	Up to 50%*	Up to 50%*
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. 6% 20 Vol. 9% 30 Vol.
Mixing ratio	1:1	1:1	1:1	1:1
Development time	30-45 mins	30-45 mins	30-45 mins	30-45 mins

	IGORA ZERO AMM Golds	IGORA ZERO AMM Chocolates	IGORA ZERO AMM Reds	IGORA ZERO AMM Highlifts
Assortment	-55, -5	-6, -68	-88, -99	-14,
Coverage	Up to 50%*	Up to 50%*	Up to 50%*	-
Oil Developer	3% 10 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.
Mixing ratio	1:1	1:1	1:1	1:2
Development time	30-45 mins	30-45 mins	30-45 mins	30-45 mins

Offer Your Clients 100% Ammonia Free Color Services

With the dual application of IGORA ZERO AMM you can now offer your clients a brand new Ammonia and Odor free color experience.

Discover this season's trending looks - from vibrant reds to cool beiges & golden caramels.

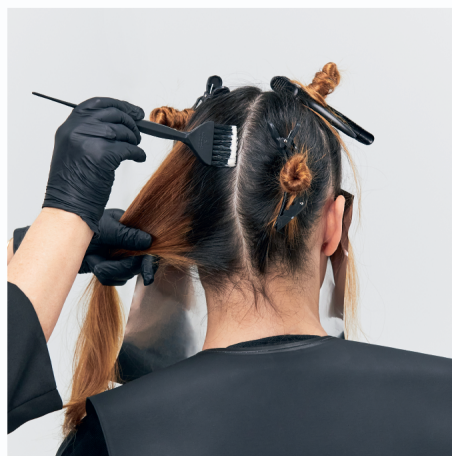


Unleash Infinite Creativity With Igora's *Versatile Palette*

Explore a World of Color and Services –
Where You Can Create Endless Looks
For Your Clients.

IGORA is not just a color line; it's a creative partner that understands the diverse needs of your clientele.

From subtle naturals to vivid fashion shades, every tube of IGORA color opens up a realm of possibilities. With its high-quality ingredients and state-of-the-art technology, IGORA ensures outstanding color performance, giving you the confidence to push boundaries and explore new horizons in hair color.



Newly Launched Services

1. Classic Root Application

1. Apply the IGORA ZERO AMM mixture onto dry hair immediately after preparation, do not shampoo before.
2. Apply in fine sections onto the roots using a generous quantity of product to ensure the best possible result.
3. Leave to develop for 30 to 45 minutes.
4. Stabilise the hair with the Schwarzkopf Professional Hair Sealer.

Expert Tip – Mix 1 part IGORA ZERO AMM Natural shade with 2 parts of your chosen IGORA ZERO AMM Fashion shade to achieve up to 100% white hair coverage.

2. Classic Application

1. Begin with clean, dry hair.
2. Mix IGORA Zero Ammonia color. Wear gloves.
3. Section hair. Apply color from roots to ends.
4. Massage in. Let it develop.
5. Rinse with lukewarm water. Use Schwarzkopf Professional Bonacure Color Freeze conditioner.
6. Style as desired, using heat protectants if needed.





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.



MALE EXPERT TIP

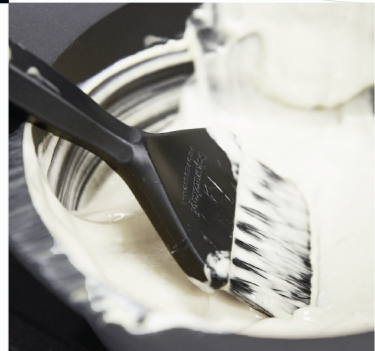
When working on male clients, follow the exact same steps for the nape area. Then move directly to the Top section, but instead of working with crescent sections, use diamond sections to give more of an even blend.

4. Refresh Service

1. Intermix 1 part Igora Zero AMM with 1 part Igora Royal Oil developer 3% 10 Vol.
2. Apply the IGORA ZERO AMM mixture immediately onto the mid-lengths & ends, blending it well into the root area. Leave to develop for up to 10 minutes.
3. Stabilise the hair with Schwarzkopf Professional Hair Sealer.

EXPERT TIP

To dampen mid-lengths and ends, use the applicator bottle with 100ml of water.



NEW SERVICE

Application Tips & Tricks

- When applying the color, be precise with the application.
- 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.



Elevate Your Color Services With Advanced After-Color Care

A Complete Color Care Regimen

Beyond just a single service, offer an after-color care as a comprehensive regimen that begins in your salon and extends into your client's daily routine. From immediate post-color treatments like sealants to at home care kits comprising shampoos, conditioners, and leave-in products, every step is an opportunity to enhance color longevity and hair health.



LUXURY SEGMENT

FIBRE CLINIX THE NEW IN-SALON TRIBOND SERVICES POWERED WITH TRIPLE BOND REPAIR & 5X NOURISHMENT

VIBRANCY TRIPLE BOND 5X NOURISHING RITUAL

Enrich your hair color with a boost of AHA in our 5-step Signature Salon Ritual, designed to achieve up to 93% less damage and 5x more nourishment.

VIBRANCY TRIPLE BOND NOURISH AND BOOST REGIME

Give your colored hair an instant uplift of vibrancy and shine in our 3-step regimen to deeply nourish, rejuvenate, and strengthen your hair.

INSTANT 5X NOURISH & BOOST POST-COLOR

Add a dose of vibrancy to boost color radiance.

AT HOME CARE VIBRANCY RANGE

For color treated hair



Shampoo
300ml
₹ 2000/-



Treatment
250ml
₹ 2400/-



UP TO
90%
COLOR
RETENTION*



*When used with Fibre Clinix home care regime vs. untreated hair
#Price depends on length and density of hair



90%
HAIR COLOR RETENTION
FOR UP TO
30 WASHES#

PREMIUM SEGMENT



Introducing an advanced technology featuring Vegan Care Complex + **pH 4.5**

Revitalize Your Color:
Premium In-Salon Care Service

- 1. PURIFY**
- 2. CLEANSE**
- 3. CONDITION / TREAT**
- 4. FINISH**

1. VEGAN KERATIN CHARGE

Instant strength, smoothness and shine
⌚ 45 minutes



2. VEGAN EXPRESS BLOWDRY

Instant nutrition and shine
⌚ 20 minutes



Lock In the Vibrance With
The Ultimate At-Home Care for Colored Hair

- Gently, yet effectively, cleanses colored hair
- Hair reaches its optimal pH level of 4.5, achieving 90% color retention for up to 30 washes
- Helps to protect the hair structure both inside and out
- Free from SLS/SLES sulphates*, silicones and artificial colorants
- Vegan formula**



Shampoo 250 ml	₹ 1150/-
Conditioner 200 ml	₹ 1100/-
Treatment 200 ml	₹ 1150/-
Spray Conditioner 200 ml	₹ 1100/-

*Free from Sodium Lauryl Sulphate & Sodium Laureth Sulphate.
**Free from animal-derived ingredients.

#When used with Color Freeze home care regime vs. untreated hair

Consultation

No matter what look and technique you choose, every service starts with a consultation. Turn every salon visit into an exceptional experience for your client – from the minute they arrive until they walk out the door. The Schwarzkopf Professional signature consultation is designed to empower hairdressers in their daily craft – offering a systematic approach towards client communication, salon services and ultimately ensuring tailored home-maintenance to ensure perfect hair integrity until the next salon visit.



1 COLOR NEEDS

Regardless of lifestyle and the client's age, start the conversation with open questions. Use open questions to encourage your client to give you information, listen to their concerns and wishes, and solve them with your hands-on expertise.

2 DIAGNOSIS

The diagnosis forms the basis of in-salon services and home care recommendations. Define the hair type, porosity level and structure, as well as current color base and white hair percentage. To complete the analysis, observe the client's scalp condition.

3 APPLICATION

A precise and professional color application is one of the key benefits that will keep your clients loyal to the salon. With IGORA ZERO AMM, you are now able to offer your clients a pleasant color experience, free from the odorous ammonia, which is often perceived as 'harsh'.

4 POST-COLOR CARE

Close the oxidative process and put effort into the after-care process! Stabilise the hair with Schwarzkopf Professional Hair Sealer, choose a suitable Schwarzkopf Professional care regime and explain all the steps to your client. Once the post-color treatment is applied, ensure the roots to ends are covered to equalise the pH level after the coloration.

5 MAINTENANCE ROUTINE

Recommend Schwarzkopf Professional care products that match the in-salon service and are based on the individual's hair needs and lifestyle. This will help the client to maintain salon results at home until their next salon visit. To prolong the color, offer a dedicated Chroma ID at-home masks, which are perfectly matching the IGORA ZERO AMM shade assortment.



IGORA ZERO AMM

Zero Ammonia. Zero Compromise. Zero Worries



Instagram icon followed by [schwarzkopfin](#)

www.schwarzkopf-professional.com/in

[#IGORAZEROAMM](#) [#IGORA](#) [#zerocompromise](#)

[#schwarkopfpro](#)

