

# LIFTING AND LIGHTENING WITH

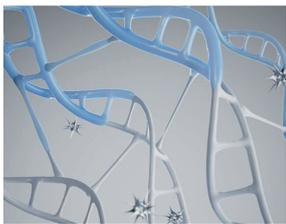


Schwarzkopf  
PROFESSIONAL

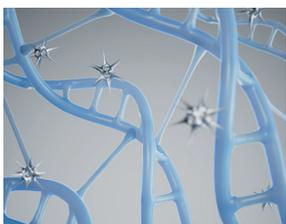
Discover the **NEW Schwarzkopf Bonding Technology**, specifically developed to minimise damage and maintain the integrity of the hair while lightening and lifting.



Lifting and lightening the hair without Schwarzkopf Bonding Technology can damage hair bonds



Schwarzkopf Bonding Technology creates a protective layer around the hair bonds during the lifting and lightening process



This protective layer protects the bonds and minimises hair breakage\* with the same lifting and lightening performance\*\*



## THE PERFECT MATCH: IGORA x FIBRE CLINIX

Featuring **BONDFINITY TECHNOLOGY**, the **FIBRE CLINIX** after-care ranges perfectly complement **IGORA's** lifting and lightening services, leaving the hair feeling strong, smooth and easy to manage.

\*vs. untreated hair  
\*\*As previous formula

# FOR EVERY YOU.



# AN IMPROVED LIFTING AND LIGHTENING PORTFOLIO

Try out the **NEW IGORA ROYAL Highlifts**, **IGORA ROYAL Fashion Lights** and **IGORA VARIO BLOND** portfolio, powered by Schwarzkopf Bonding Technology, for healthy-looking beautiful results.



## IGORA ROYAL Highlifts

- More even colour results\*
- Stronger neutralisation than with the previous formula\*\*
- Same lifting performance\*

### Ultra Blonde (10-Series):

- Up to 4 levels of lift with optimal neutralisation
- To be used on base 7 to 8

### Special Blonde (12-Series):

- Up to 5 levels of lift with optimal neutralization
- To be used on bases 6 to 8

### Discover the new shades:



## IGORA ROYAL Fashion Lights

- Up to 5 levels of lift
- To be used on bases 6 and darker
- Can lift through moderately colour treated hair
- Suitable only for application off-scalp
- More even colour results\*
- Maintains the same lifting performance\*
- Vibrant colour results on darker bases\*\*\*

### Discover the new shade:



## IGORA VARIO BLOND

- Suitable for all techniques and hair bases
- Maintains the same lightening performance\*
- Suitable for on and off scalp application\*\*\*\*
- Clean and optimal lightening results

### IGORA VARIO BLOND Plus:

- Up to 7 levels of lift with maximum neutralisation performance

### IGORA VARIO BLOND Super Plus:

- Up to 8 levels of lift with high neutralisation performance

# FOR EVERY YOU.

\*vs. previous formula \*\* Only applies to neutralizing shades \*\*\* For shades L-77, L-88, L-89 \*\*\*\* Up to 6% developers can be used on-scalp, 9% and 12% should be used off-scalp