

# IGORA ZERO AMM

TECHNICAL MANUAL



Be the Colourist  
you want to be

*Together. A passion for hair.*





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

**IGORA ZERO AMM** is a permanent colouration that's free from ammonia and ammonia odour for a pleasant colour experience and natural-looking colour results.

A dedicated assortment of 46 shades, ranging from comforting honey to vibrant red, enables you to create any look your client desires - for a pleasant colour experience without compromise. Enriched with Phytolipid Technology, the formula offers true-to-tone colour results with up to 100% white hair coverage. All IGORA ZERO AMM formulations are vegan, free from silicones and without added fragrance.





# Zero ammonia for a maximised colour result

## The new IGORA ZERO AMM

- **100% ammonia-free**
- Natural-looking **true-to-tone** results
- Up to **100% white coverage**
- **Improved** colour direction, coverage & neutralisation\*
- Up to **3 levels of lift** (10-series)



\*Vs Essensity

Learn more about IGORA ZERO AMM



## Zero compromise with a trusted technology

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

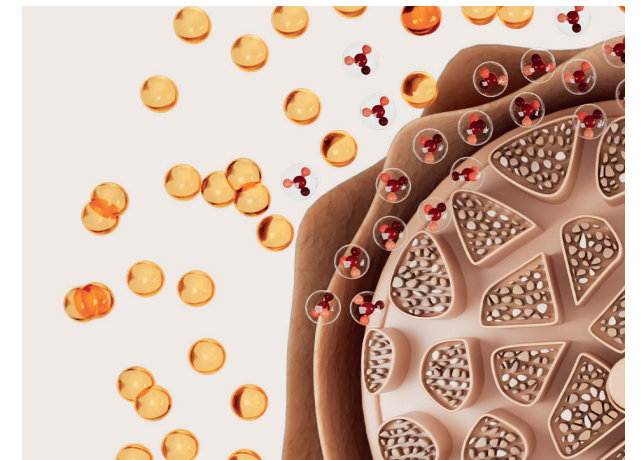
# 1

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



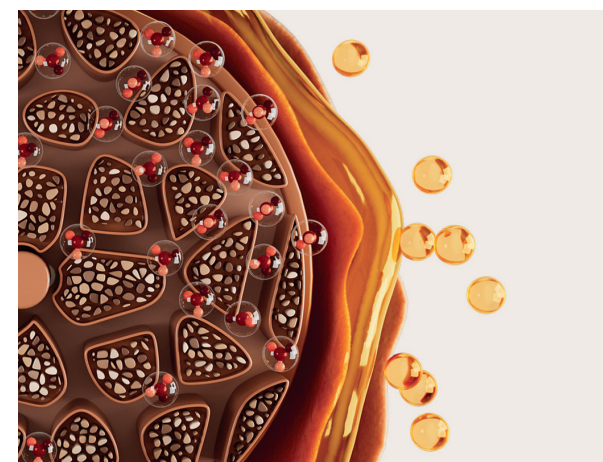
# 2

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 colour results.



Learn more about the Phytolipid Technology



# 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 colour 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 learnt, shades directly opposite each other or with the same intensity will cancel each other out.

# 5 - 21

Level of depth:

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

Tone direction:

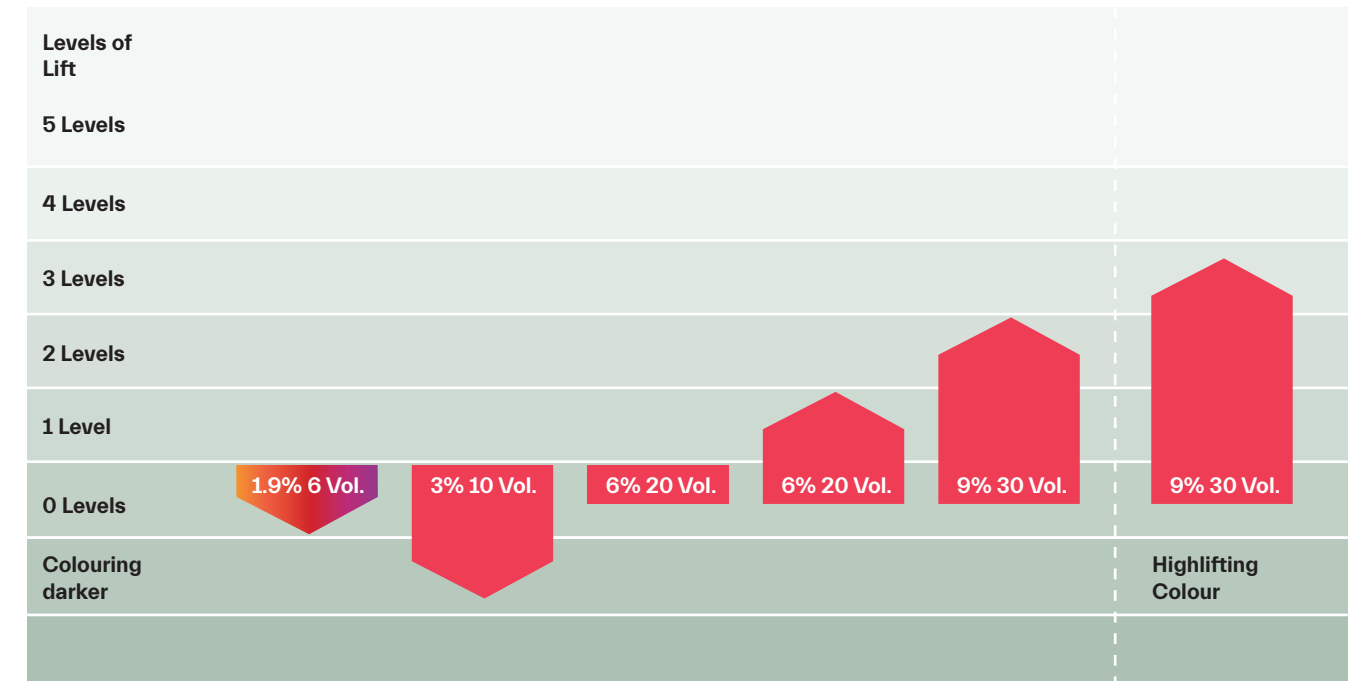
- 0 Natural
- 1 Cendré
- 2 Ash
- 3 Matt
- 4 Beige
- 5 Gold
- 6 Chocolate
- 7 Copper
- 8 Red
- 9 Violet

The IGORA ZERO AMM Colour Wheel



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

## IGORA Developer Usage Table



## IGORA Developer Usage Guide

1.9% 6 Vol. IGORA VIBRANCE Activator Gel/Lotion	3% 10 Vol. IGORA ROYAL Oil Developer	6% 20 Vol. IGORA ROYAL Oil Developer	9% 30 Vol. IGORA ROYAL Oil Developer
<ul style="list-style-type: none"> <li>- Refreshing mid-lengths and ends</li> </ul>	<ul style="list-style-type: none"> <li>- Colouring darker hair</li> <li>- Covering up to 100% white hair</li> <li>- Treating colour deposit on pre-lightened hair</li> </ul>	<ul style="list-style-type: none"> <li>- Tone-on-tone colouration</li> <li>- Lifting 1-2 levels</li> <li>- White hair coverage with IGORA ZERO AMM Natural Extra (-00) on more than 90% white hair</li> <li>- Refinement / brightening of blonde mid-lengths and ends</li> </ul>	<ul style="list-style-type: none"> <li>- Colouring with -00 series, lifting up to 2 levels</li> <li>- Lifting up to 3 levels with the IGORA ZERO AMM Lifting shades (10-)</li> </ul>





# Get to know the full IGORA ZERO AMM assortment

	Naturals		Cendré / Ash / Matt					Beige		Golds	Chocolates			Reds			Coverage		Highlifts
	-0	-00	-1/-11	-13	-19	-21/-23	-31	-42	-46/-48	-5/-55	-6	-67	-68	-7/-77	-88	-99	-50	-60	10-
9- Extra light blonde	9-0	9-00	9-1					9-42		9-55							9-50		10-0
8- Light blonde	8-0				8-19				8-46										10-14
7- Medium blonde	7-0	7-00	7-1			7-21		7-42		7-55		7-67	7-77				7-50	7-60	10-19
6- Dark blonde	6-0					6-23	6-31		6-46		6-6		6-68		6-88	6-99			10-2
5- Light brown	5-0	5-00	5-1			5-21				5-5		5-67		5-88				5-60	
4- Medium brown	4-0			4-13							4-6		4-68			4-99			
3- Dark brown	3-0																		
1- Black	1-0																		



	IGORA ZERO AMM Natural	IGORA ZERO AMM Natural Extra	IGORA ZERO AMM Cendré, Ash, Matt	IGORA ZERO AMM Beige
<b>Assortment</b>	-0	-00	-1, -13, -19, -21, -23, -31	-42, -46
<b>Coverage</b>	Up to 100%	Up to 100%	Up to 50%*	Up to 50%*
<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.
<b>Mixing ratio</b>	1:1	1:1	1:1	1:1
<b>Development time</b>	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 Fashion & Cover	IGORA ZERO AMM Highlifts
<b>Assortment</b>	-55, -5	-6, -67, -68	-77, -88, -99	-50, -60	-0, -14, -19, -2
<b>Coverage</b>	Up to 50%*	Up to 50%*	Up to 50%*	Up to 100%	-
<b>Oil Developer</b>	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.	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)



# 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. Stabilise the hair with Schwarzkopf Professional Hair Sealer



**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.

## 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. Stabilise the hair with Schwarzkopf Professional Hair Sealer



**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:

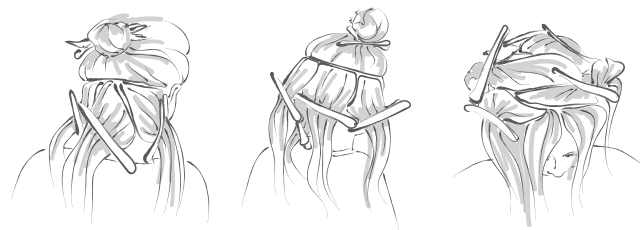
1. Divide the nape area in 3 sections
2. On one side, work in diagonal sections using a 3cm wide slice and alternate colours from roots to ends
3. Continue the application on the middle and other side
4. Protect the colour by using foils

### Horse-Shoe Section:

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

### Top section:

1. Work with crescent sections, criss-cross from left to right applying colour from roots to ends
2. Alternate between colours and make sure that your next sections are overlapping with the previous crescent section
3. Protect the colour 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. To prevent irritation on sensitive scalps, apply Schwarzkopf Professional Scalp Protect
2. Always intermix 1 part of IGORA ZERO AMM with 3 parts IGORA VIBRANCE with 1.9% | 6 Vol. IGORA VIBRANCE Activator Gel/Lotion
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. Stabilise the hair with Schwarzkopf Professional Hair Sealer

**Expert Tip** – When applying IGORA VIBRANCE with the applicator bottle, dampen mid-lengths and ends first using 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 Colour Enablers 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 neutralise 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

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



Scan to discover our creative mixes:







## Application Tips & Tricks

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





# Colour maintenance at home

## Refresh or neutralise with Chroma ID

As for every hair colouration, colour pigments tend to fade and change over time. Chroma ID is our semi-permanent mix and tone colour system with integrated Bonding Technology that matches our IGORA ZERO AMM tone directions to prolong the colour at home.

Use Chroma ID between colours to refresh dull mid-lengths and ends and to increase the longevity of IGORA ZERO AMM.

- Apply the mixture evenly onto pre-washed and towel-dried hair
- Leave in to develop for 5 to 10 minutes. Keep visual control
- Rinse well until water runs clear



# 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.



### EXPERT TIP

Use the Schwarzkopf Professional House of Color App as a guidance during the consultation process.

## 1 COLOUR 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 colour base and white hair percentage. To complete the analysis, observe the client's scalp condition.

## 3 APPLICATION

A precise and professional colour 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 colour experience, free from the odour of ammonia, which is often perceived as 'harsh'.

## 4 POST-COLOUR 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-colour treatment is applied, ensure the roots to ends are covered to equalise the pH level after the colouration.

## 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 colour, offer a dedicated Chroma ID at-home masks, which are perfectly matching the IGORA ZERO AMM shade assortment.