TECHNICAL MANUAL

Schwarzkopf
PROFESSIONAL



FOR EVERY YOU.

With **IGORA VIBRANCE** there is always

MORE TO CREATE.

With its infinite colour palette, many service opportunities, flexible applications and always evolving techniques, **IGORA VIBRANCE** is the right brand for all hairdressers who never stop exploring, evolving and creating.

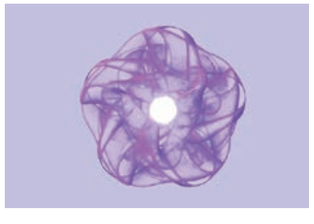
#MORE**VIBRANCE**

MOREMOREMOREM

MOISTURE PROTECTING COMPLEX WITH AQUAXIL™ IN THE ENTIRE PORTFOLIO

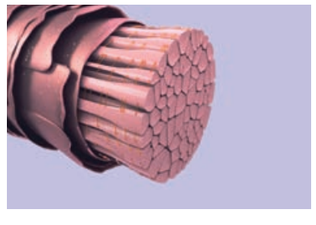
The Moisture Protecting Complex with AQUAXYL™ Technology, present in all IGORA VIBRANCE shades, protects the hair during the demi-colouration process. The innovative technology controls the hair's inner moisture level to stabilise the internal structure of each hair fibre – this protects against hair breakage and creates a clean canvas for an even colour result.

1



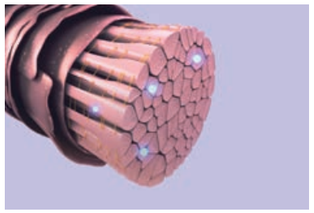
The formula with **AQUAXYL™** stabilizes the inner moisture level of the hair through a combination of sugar molecules and vitamins

2



It helps control the moisture level within the hair during the development process and stabilizes the inner structure of the hair

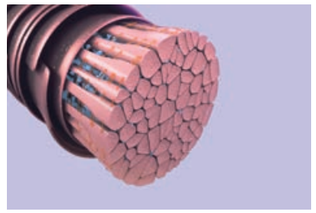
3



This "Anti-dehydration shield" in combination with a low concentration of alkalizing agents (MEA) *** creates a clean canvas for an even colour result and helps protect against hair breakage

*** MEA= Monoethanolamine

4



The alcohol-free formula enriched with Vitamin B3 and B5 helps shield and evens the hair surface for vibrant shine

SCHWARZKOPF BONDING IN THE PASTELS

SCHWARZKOPF BONDING

The new Pastel Toner formulations with balanced pigments come with integrated **Schwarzkopf Bonding** for reduced hair breakage and healthy-looking beautiful blonde results. The Schwarzkopf Bonding has been developed to protect the hair from within by creating a protective layer around the micro-bonds, keeping the hair's strength and elasticity.

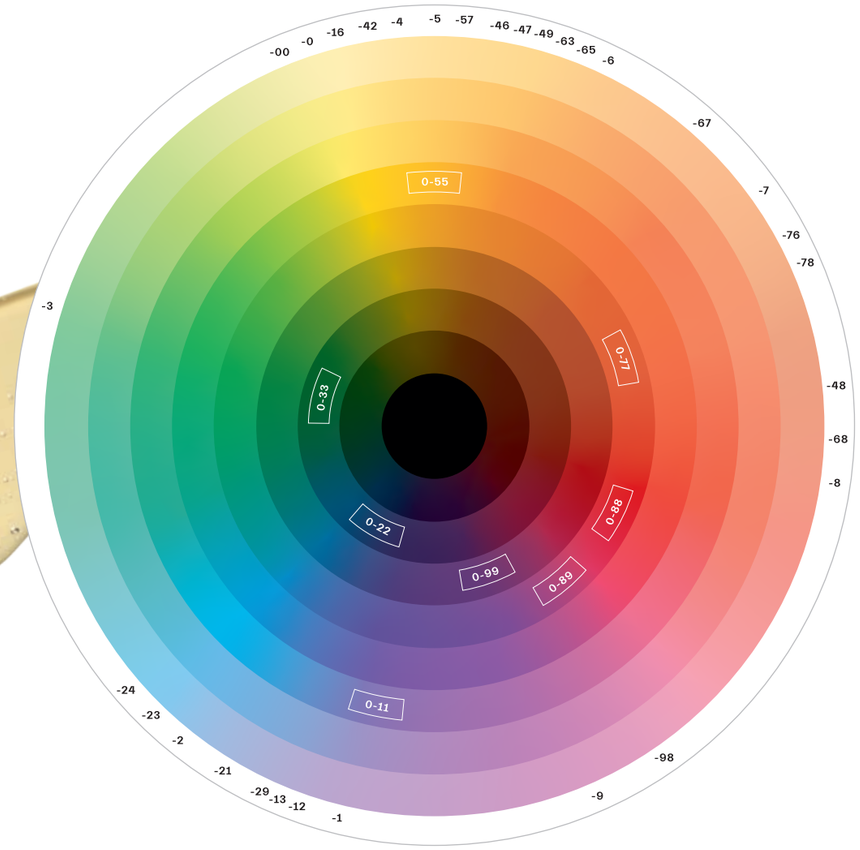


THE IGORA NUMBERING SYSTEM

The system is based on a combination of numbers. The number in front of the dash (**7**-57): **Indicates the ideal depth and base for the shade.** The number(s) after the dash (7-**57**): First number after the dash **indicates the primary tone direction.** The second number after the dash **shows the secondary tone (minor tone)** or the number zero indicates a neutral tone to achieve additional white blending.

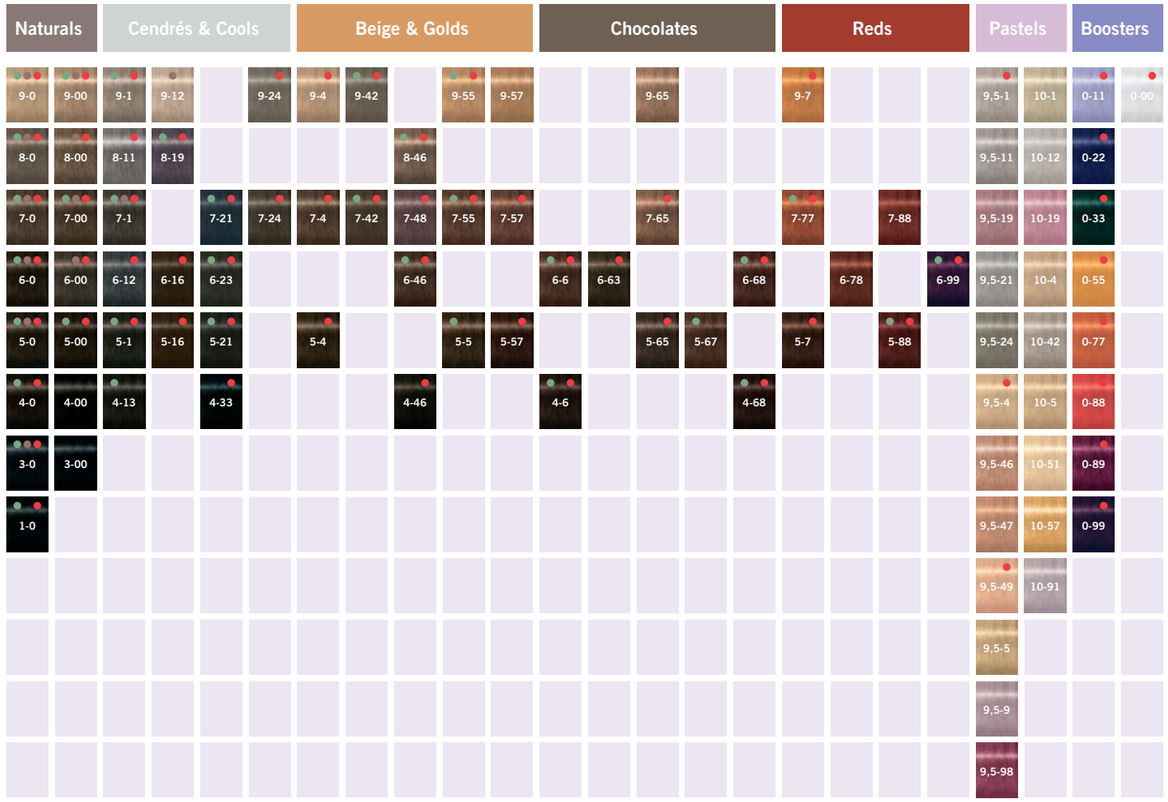
7 - 57

Level of depth:		Tone direction:	
		-0	natural (neutral)
1	black	**-1**	cendré (blue/violet)
		-2	ash (blue)
3	dark brown	**-3**	matte (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 (red)
9	extra light blonde	**-9**	violet (violet)



The **IGORA VIBRANCE** colour wheel provides a clear overview of where each **IGORA VIBRANCE** shade falls within the spectrum and helps you choose the correct formula for every client.

PORTFOLIO OVERVIEW



● IGORA ROYAL ● IGORA COLOR10 ● IGORA ZERO AMM

	Naturals, Cendrés and Beiges: -0, -1, -4	Naturals Extra: -00	Fashion Shades: -2, -3, -5, -6, -7, -8, -9	Pastels: 9.5-, 10-	Boosters: 0-	Clear with activator: 0-00
What it is	Neutral to cool tones with up to 50% white hair blending	Intensely pigmented natural shades for up to 70% white hair blending	Rich and intense colours with vibrant tonal directions	Pastel tones to create vivid pastels or pastel toning on level 9 & lighter	**Neutralizers:** Provide cool tonal directions **Fashion:**Boost fashion tone directions on all bases	**Pure Gloss:** Intensify natural colour and condition **Diluter:** Reduces pigment concentration in highly pigmented shades
Service	Dual Application, Glossing, Neutralization	For virgin and re-growth application	Dual Application, Glossing, Fashion Toning	Pastel Toning, Neutralization/ Correcting	Fashion Toning, Pastel Toning, Pre-Pigmentation	Clear Glossing and Diluting
White Blending	Up to 50%	Up to 70%	Up to 50%	/	/	/
Longevity	Up to 25 shampoos	Up to 25 shampoos	Up to 25 shampoos	Up to 12 shampoos for 9.5- and up to 6 shampoos for 10-	Up to 12 shampoos	Up to 4 washes

DETERMINING THE RIGHT SHADE

All shades are shown on the **ideal base for the shade,** indicated by the number in front of the dash, to deliver a true to swatch result:

- Identify natural base hair colour, colour depth, and texture to choose the right **IGORA VIBRANCE Activator**
- Identify the white hair percentage on the re-growth to choose the right mixing ratio between **Natural** and **Fashion** shade
- Identify the colour on the mid-lengths and ends (depth and tone direction) to choose the desired tone

Expert Tip: IGORA VIBRANCE shades may appear darker during the development time. The shade depth is in line with the indicated number on the shade.

CHOOSING THE RIGHT CONSISTENCY

The **IGORA VIBRANCE Activator System** allows you to choose between a gel or lotion consistency.



The **IGORA VIBRANCE Activator Gel 1.9% I 6 Vol.** contains a gel-ifying agent which creates a unique gel consistency ideal for bottle applications like quick services at the basin.

The **IGORA VIBRANCE Activator Lotions 1.9% I 6 Vol. and 4% I 13 Vol.** contain a special thickening agent, which transforms the liquid colour into a cream consistency enabling precise, easy and fast application.

IGORA VIBRANCE is formulated with an easy 1:1 mixing ratio on all shades.



ACTIVATOR STRENGTH & MIXING

Mixing Ratio	Activator strength	Level of lifts	Usage	Development Time
Mix 1:1	1.9% I 6 Vol.	None	- Dual Application: Refreshing mid–lengths and ends - Pastel Toning & Neutralization - Glossing - Colouring darker - White hair blending up to 30%	5-20 min
	4% I 13 Vol.	Soft lightening (up to 1 level on light bases)	- Dual Application: Refreshing mid–lengths and ends - Optimal vibrancy with fashion shades - White blending up to 70% with Natural Extra Shades	

GUIDELINES FOR WHITE HAIR BLENDING

% of white hair	Shade Selection	Activator Strength	Development Time
0-30%	Natural and Fashion Shades (both can be used alone)	1.9% I 6 Vol.	20 min
30-50%	Natural and Fashion Shades (both can be used alone)	4% I 13 Vol.	
50-70%	Mix Natural Extra Shade with Fashion Shade (re-growth application only)	4% I 13 Vol.	
70-100%	Use IGORA ROYAL (permanent hair colour from Schwarzkopf Professional)		30-45 min

MIXING BOOSTERS

NEUTRALIZING BOOSTERS

0-11, 0-22, 0-33,
0-89, 0-99

Neutralizing additive
to provide cool tone directions



LEVEL OF DEPTH	SOFT	MEDIUM	INTENSE
	TONAL INTENSITY		
9 8	MIXING RATIO 1:60 — 1g + 60g	MIXING RATIO 1:30 — 2g + 60g	MIXING RATIO 1:20 — 3g + 60g
7 6	MIXING RATIO 1:20 — 3g + 60g	MIXING RATIO 1:12 — 5g + 60g	MIXING RATIO 1:10 — 6g + 60g
5 4 3 1	MIXING RATIO 1:6 — 10g + 60g	MIXING RATIO 1:5 — 13g + 60g	MIXING RATIO 1:4 — 15g + 60g

FASHION BOOSTERS

0-55, 0-77, 0-88,
0-89, 0-99

Additive to boost
fashion tone directions
on all bases



LEVEL OF DEPTH	SOFT	MEDIUM	INTENSE
	TONAL INTENSITY		
9 8	MIXING RATIO 1:20 — 3g + 60g	MIXING RATIO 1:12 — 5g + 60g	MIXING RATIO 1:10 — 6g + 60g
7 6	MIXING RATIO 1:10 — 6g + 60g	MIXING RATIO 1:7 — 9g + 60g	MIXING RATIO 1:5 — 12g + 60g
5 4 3 1	MIXING RATIO 1:4 — 15g + 60g	MIXING RATIO 1:3.5 — 18g + 60g	MIXING RATIO 1:3 — 20g + 60g



PRE-PIGMENTATION

Pre-pigmentation is recommended when colouring 2 or more levels darker and/or to ensure the desired tone direction on porous (pre-lightened) hair. The pre-pigmentation shade depends on the desired level of the **IGORA ROYAL** or **IGORA VIBRANCE** target shade.

Level of target shade	Recommended IGORA VIBRANCE Shade	Activator	Mixing Ratio
8- Light Blonde **7- Medium Blonde**	0-55 Booster	1.9% I 6 Vol.	1:1
6- Dark Blonde **5- Light Brown**	0-77 Booster		
4- Medium Brown **3- Dark Brown** **1- Black**	0-88 Booster		
RINSING: At the end of the development time, add a small amount of warm water, gently emulsify and rinse out thoroughly until water runs clear and blow-dry the hair.			

APPLICATION SERVICES AND TECHNIQUES

Classic colouring techniques and services to **enhance your every day colouring** skill-set

Services and Techniques	Activator Gel	Activator Lotion
COLOR MELT / DUAL APPLICATION - Start application on dry hair - Apply IGORA ROYAL to re-growth area taking fine sections (leave to develop 10-20 min) - Apply IGORA VIBRANCE evenly to mid-lengths and ends (leave to develop for another 10-20 min.)	Refresh faded mid-lengths and ends, while developing permanent colour at the re-growth	- Refresh and re-new faded mid-lengths and ends, while developing permanent colour at the re-growth - Harmonize tone from re-growth to ends
GLOSSING / FULL HEAD APPLICATION - Start application on dry or towel-dried hair - Part the hair into 4 quadrants - Apply IGORA VIBRANCE evenly from re-growth to mid-lengths and ends - Development time: 10 – 20 min.	- Enhance, enrich, change, match, tone down, or intensify natural or colour-treated hair - Create depth on the re-growth area of lighter natural bases	Enhance, enrich, change, match, tone down, or intensify natural or colour-treated hair
CLEAR GLOSS Glossing Service/After Colour Service: - To give the hair an extra boost of shine, apply IGORA VIBRANCE 0-00 generously from roots to ends (without Activator) - Development time: 5-20 min. Diluter: - Add the desired amount of Clear 0-00 to the chosen IGORA VIBRANCE shade - Increase the amount of Activator accordingly, maintaining a 1:1 mixing ratio	- Dilute IGORA VIBRANCE shades - Create Pastel Tones - Refresh dull mid-lengths and ends	
BLONDE TONING - Pre-Lighten hair to level 9 or lighter - Apply IGORA VIBRANCE Toners evenly to towel-dried hair - Development time: develop visually for 5-20 min.	- Neutralise unwanted tone direction - Add a pastel hue on natural light bases, pre-lightened or highlighted hair	
PLACEMENT OR FREEHAND APPLICATION - Start application on dry hair. - Isolate selected strands in foils or work with a freehand technique to create multi-tonal results - Development time: 10 – 20 min.		Enhance, enrich, change, match, tone down, or intensify natural or colour-treated hair
WHITE HAIR BLENDING	Blend up to 30% white hair	Natural and Fashion shades blend up to 50%, Natural Extra shades (-00) shades, blend up to 70% white hair *
COLOURING DARKER	To add depth on porous, pre-lightened bases (up to 2 levels)	
RINSING: At the end of the development time, add a small amount of warm water, gently emulsify and rinse out thoroughly until water runs clear. Then follow recommended Post Colouration Treatment (page 16).		

Only apply Natural Extra shades (-00) on re-growth or virgin hair.



DISCOVER IN THE NEXT PAGES THE 3 KEY SERVICES YOU CAN ACHIEVE WITH IGORA VIBRANCE

LIVED-IN BLONDE SERVICE

The soft and delicate blend of darker roots to lighter mid-lengths & ends results in a low maintenance colour result. A stunning effortless natural or bolder look that gives dimension to the hair with the versatility to match various skin tones.





Maria Roberts
@mariaroberts25

"This look is a must to add luminosity to the hair, without losing the essence and naturality. My clients always love when I work with darker and lighter touches and a more pronounced face-framing to achieve the desired result!"

COLOR MELT SERVICE

Classic Dual Application with **IGORA ROYAL** on the roots and **IGORA VIBRANCE** on mid-lenghts & ends



Brendnetta Ashley
@edgybgirl

"Add some spice to your curls with this crimson curly balayage. Begin with lighten the curls and add some depth to the roots, while adding a variation of red tones to the rest of the hair."

IGORA VIBRANCE is suitable for **wavy, curly and coily hair,** as it preserves curl bounce and pattern, and improves moisture balance while adding shine

GLOSSING SERVICE

Full head application of **IGORA VIBRANCE** to enhance, enrich, change, match, tone down, or intensify natural or colour treated hair



Aleksandar Dramicanin
@aleksandar_dramicanin

"Playing with her natural colour and a combination of copper tones to enhance the shine and highlight her pale complexion."

IN-SALON

SERVICE

Upgrade your in-salon colour services with Colour Enablers to address the needs of your client´s hair, skin and scalp:

1. Create the perfect canvas before colouration with **Hair Primer & Skin Protect**
2. Strengthen and regenerate the hair fibre after the colouration with **Hair Sealer**



IN-SALON & AT-HOME

POST COLOURATION CARE

Expert Tip: Make sure your clients take home post colouration care, styling and colour refresh products to best maintain their colour results.



OR



Shampoo with

FIBRE CLINIX VIBRANCY OR BC BONACURE COLOR FREEZE to rebalance the pH and tighten the hair structure after a colour service. For long-lasting, intense colour results, use the respective conditioner and treatment.

POST COLOURATION STYLING

Style with

- **OSIS Super Shield:** shields colours from thermal styling up to 230ºC/450ºF and locks in colour pigments for long lasting colour results.
- **Session Label The Coat:** protects colour from thermal styling up to 230°C/450°F and locks in color pigments for long lasting colour results



OR



COLOUR REFRESH



Refresh or neutralise with

CHROMA ID
the semi-permanent mix & tone colour mask for 100% colour flexibility without damage:

- Integrated Fibrebond & Low Salt Technology for intense care and vibrant colour results
- Up to 20 minutes development time
- Longevity: up to 5-15 washes
- Silicon free
- Vegan formula (free from animal-derived ingredients)

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, service offering and ultimately ensuring tailored home-maintenance to ensure perfect hair integrity till the next salon visit.



1 COLOUR NEEDS

Regardless of lifestyle and age of the client, start the initial conversation by working with open questions. Use these 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 recommendation. 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.

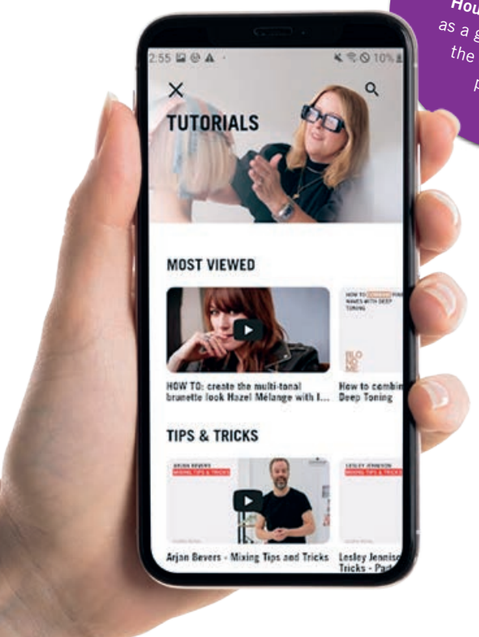
4 POST-COLOUR CARE

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 aftercare treatment is applied, ensure that roots to ends are covered to even-out the pH level after colouration.

5 MAINTENANCE ROUTINE

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

Expert Tip:
Use the Schwarzkopf Professional **House of Color App** as a guidance during the consultation process.



ALLERGY ALERT TEST

If, after carrying out the Professional Safety Evaluation an Allergy Alert Test is required this should be **performed 48 hours before the colour service.**

Items you need to prepare the mixture: Cotton bud or wooden stick, tissue paper, saucer/small plate (do not use metal objects).

- **Prepare the mixture.** Remove a small amount of developer lotion with the cotton bud/wooden stick and place it in the saucer.
- **Add about the same quantity of colour cream** to the saucer and mix both with the cotton bud to a homogeneous mixture.
- **With the cotton bud, apply a pea size of the mixture** evenly in a thin layer on an area of 2 by 2 cm on the inner side of the forearm. Leave the mixture applied for 45 minutes without covering or touching it.
- **Avoid contact with clothes.**
- **Carefully reseal the colourant** and developer containers.
- **After 45 minutes**, wash the test area with water and pat dry with a clean tissue.
- If you or your **client observes any changes to the normal skin appearance**, such as itching, redness, swelling on and around the test area during the testing time, or during the following 48 hours, you/ your client should rinse off the test area immediately, **should not use the product and should consult a doctor**.





This test represents an important precaution measure which has proved to be reliable when carried out under the conditions outlined. However, be aware that even if an Allergy Alert Test has been carried out without symptoms, the client may still experience an allergic reaction when colouring the hair.

The Allergy Alert Test is not a guarantee of avoiding future allergic reactions.

MORE MORE MORE

PORTFOLIO OVERVIEW

Naturals	Cendrés and Cools	Beige & Golds	Chocolates	Reds	Pastels	Boosters
9-0	9-1	9-4	9-65	9-7	9.5-1	10-1	0-11	0-00
9-00	9-12	9-42						
	9-24	9-55						
		9-57						
8-0	8-11	8-46			9.5-11	10-12	0-22
8-00	8-19							
7-0	7-1	7-4	7-65	7-77	9.5-19	10-19	0-33
7-00	7-21	7-42		7-88				
	7-24	7-48						
		7-55						
		7-57						
6-0	6-12	6-46	6-6	6-68	6-78	6-99	9.5-21	10-4	0-55
6-00	6-16		6-63						
	6-23							
5-0	5-1	5-4	5-65	5-7	5-88	9.5-24	10-42	0-77
5-00	5-16	5-5	5-67						
	5-21	5-57						
4-0	4-13	4-46	4-6	4-68	9.5-4	10-5	0-88
4-00	4-33							
3-0					9.5-46	10-51	0-89
3-00								
1-0					9.5-47	10-57	0-99
					9.5-49	10-91
					9.5-5	
					9.5-9	
					9.5-98	

● IGORA ROYAL ● IGORA COLOR10 ● IGORA ZERO AMM

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