

FOR EVERY YOU.



HAIR

BY SCHWARZKOPF
FESTIVAL

REFINING GREY
HEXAGON STAGE
HAIR BY SCHWARZKOPF FESTIVAL
Berlin | 14th April 2025

FOR EVERY YOU.

HONOURING NATURAL BEAUTY AND LETTING AGE SPARKLE

Welcome, to this exciting journey through time and hair!

Today it's not just about cut, colour and style — it's about something much more important: the art of celebrating life in all its facets, including natural ageing. Because let's be honest: who said that grey hair is just a sign of age?

It's more a sign of experience, of all the wonderful moments that have made us who we are today. Grey hair is not something to hide, it is just as much a part of beauty as any other hair colour.

In the world of pro-ageing, it's not about turning back time, it's about enjoying it with pride and style. It's about recognising and showing beauty at any age. Today we celebrate not just grey hair, but the people who wear it — with confidence, positivity and the freedom to say:

“
**I AM BEAUTIFUL JUST
THE WAY I AM**

“
**I AM BEAUTIFUL
JUST THE
WAY I AM**

CONSTANZE
GRIMM





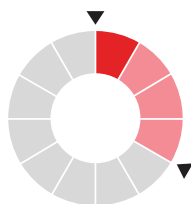
KATE RAWNSLEY



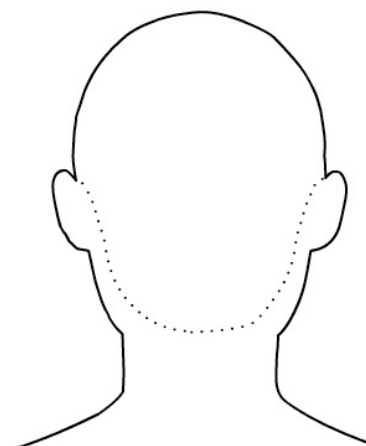
SILVER WHITES



DEVELOPMENT
TIME



Up to 20 mins



MIXING RATIO

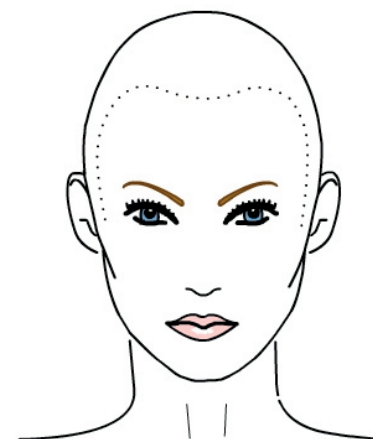


IGORA ROYAL
SILVER WHITES

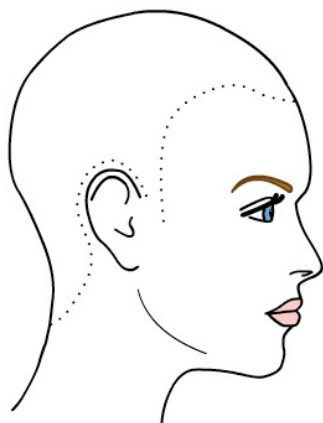
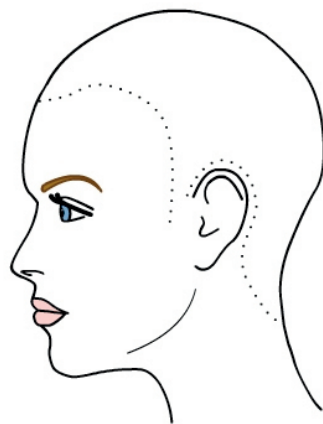
1:1



IGORA ROYAL
OIL DEVELOPER
3 % | 10 VOL.



EMBRACE GREY



FEATURES

- Soft tones for flexible white enhancement
- Salt and pepper blending
- Neutralises yellow and brassy tones
- No visible regrowth effect
- No lightening of the dark natural hair
- Shades can be mixed with each other
- Additional care for more mature hair
- Flexible service options

SILVER WHITES



SILVER




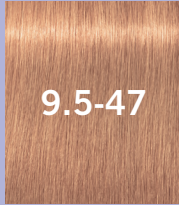







70%-100% white percentage
Colour depth 6 and lighter

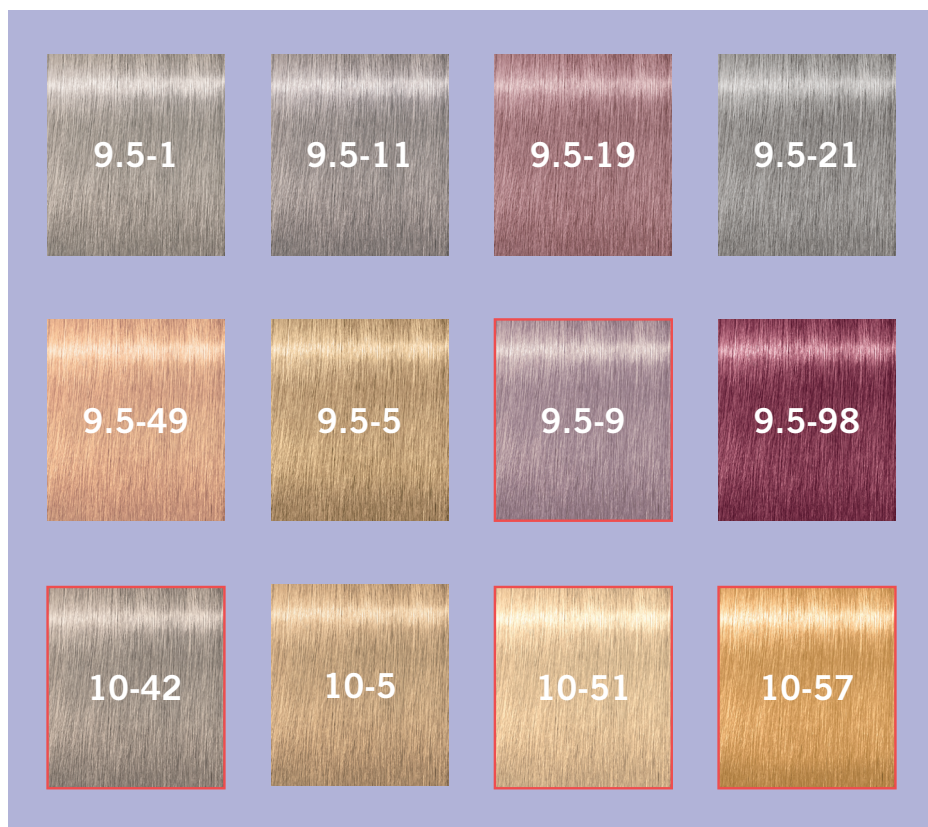
DOVE GREY



30%-100% white percentage
Colour depth 5 and lighter

 9.5-24	 9.5-4	 9.5-46	 9.5-47
 10-1	 10-12	 10-19	 10-4
 10-91			

NEW IGORA VIBRANCE PASTEL SHADES



GREY LILAC



30%-100% white percentage
Colour depth 5 and lighter

SLATE GREY



30%-60% white percentage
Colour depth 1 - 5

SILVER WHITES SERVICES

NATURAL

- Maximum refinement & neutralisation
- Fashionable salt & pepper effects
- Honouring natural beauty
- Natural choice for men

SOFT

- Dilute the selected shade with the Silver for a diverse range of colours
- Customised neutralisation

ULTRASOFT

- Gentlest colour filter for yellowed hair
- Super glazing effect
- Ideal for first-time users
- Perfect service for quick refinement at the backwash



FEATURES

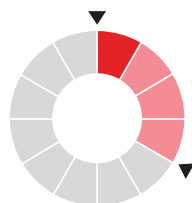
Level 9.5- 10- Toners

- Integrated Fibrebond Technology
- Neutralise unwanted warm tones
- Suitable for natural light bases, pre-lightened or highlighted hair
- Up to 12 washes for 9.5- and up to 6 washes for 10-

PASTEL TONING



DEVELOPMENT
TIME



5-20 mins

MIXING RATIO



PASTELS

1:1



IGORA VIBRANCE
ACTIVATOR LOTION
1.9 % | 4 VOL.

OR



IGORA VIBRANCE
ACTIVATOR GEL
1.9 % | 4 VOL.



**Selected Shade +
OIL DEVELOPER 3 % | 10 VOL.**
Mixing ratio 1:1

Up to 20 mins



**Selected Shade + SILVER
+ OIL DEVELOPER 3 % | 10 VOL.**
Mixing ratio 1:1:2

Up to 20 mins



**Selected Shade +
OIL DEVELOPER 3 % | 10 VOL.
+ CHROMA ID CLEAR 0-00**
Mixing ratio 1:1:1

10 mins

EMBRACE GREY

