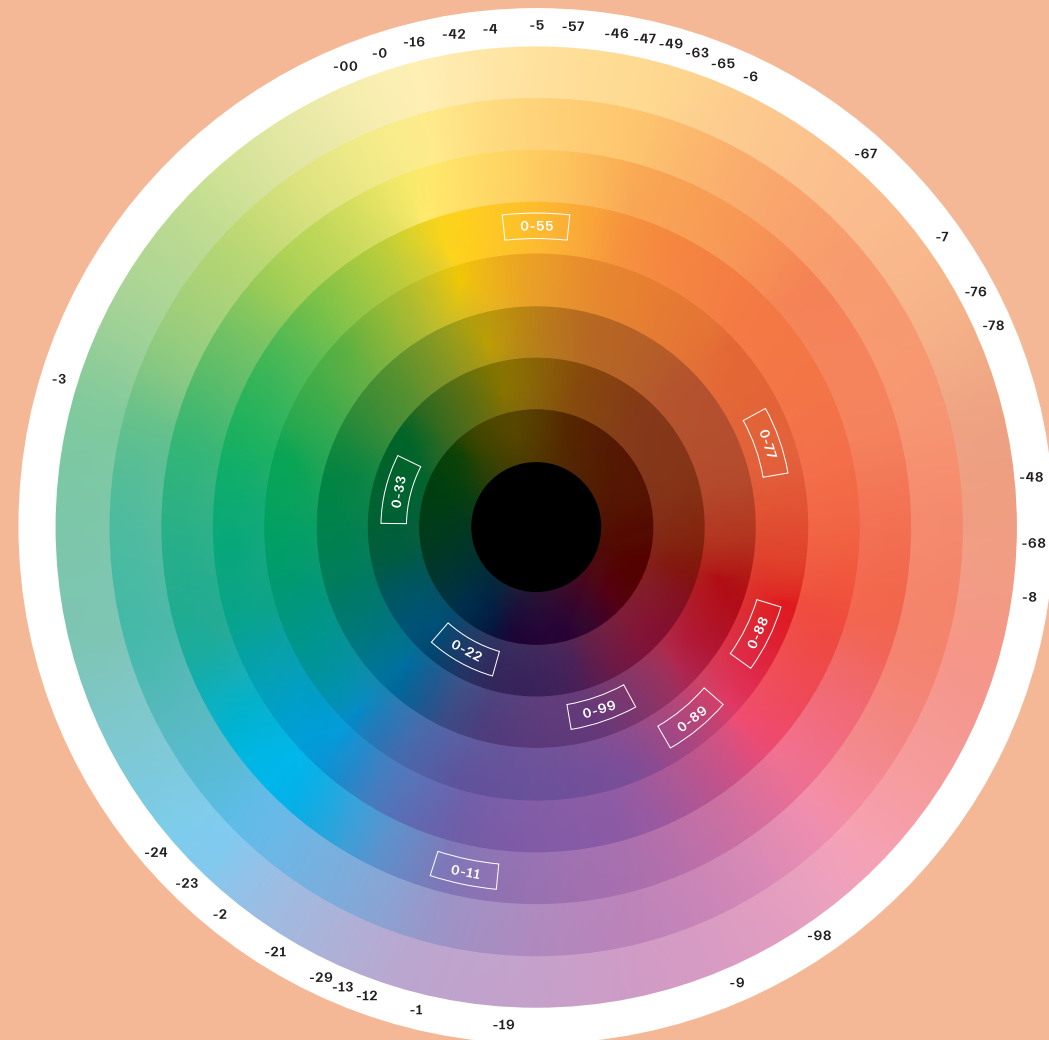


THE IGORA® NUMBERING SYSTEM

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.

The **IGORA VIBRANCE®** color 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.



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

Tone direction:

- 0** natural (neutral)
- 1** cendré (blue/violet)
- 2** ash (blue)
- 3** matte (green)
- 4** beige (muted gold)
- 5** gold (gold)
- 6** chocolate (warm brown)
- 7** copper (orange)
- 8** red (red)
- 9** violet (violet)

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 color, color 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 color 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.

7 - 57

IGORA VIBRANCE®

IGORA VIBRANCE is our state-of-the-art demi-permanent hair color that provides vibrant shine. Experience our trusted formula, now with new, more sustainable packaging.



WHAT'S GREAT ABOUT IGORA VIBRANCE?

- + Formulated without ammonia
- + Easy to mix, apply and rinse off
- + Significantly more shine*
- + White Blending: up to 70% on Natural-Extra shades, up to 50% on Natural and Fashion shades
- + The liquid to gel formula enables flexible application methods for both brush and bottle
- + Leaves the hair feeling soft and easy to manage**
- + More natural & pastel shades***
- + Integrated Bonding Technology in level 9.5s and level 10s

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% | 6 Vol.** contains a gel-ifying agent which creates a unique gel consistency ideal for bottle applications and quick services at the bowl.

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

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



ACTIVATOR STRENGTH & MIXING

Mixing Ratio	Activator Strength	Level of Lifts	Usage	Development Time
Mix 1:1	1.9% 6 Vol.	None	- Color Melt / Dual-System Application: Refreshing mid-lengths and ends - Pastel Toning & Neutralization - Glossing - Coloring darker - White hair blending up to 30%	5-20 min
	4% 13 Vol.	Soft lightening (up to 1 level on light bases)	- Color Melt / Dual-System Application: Refreshing mid-lengths and ends - Optimal vibrancy with fashion shades - White hair blending up to 50% with Natural & Fashion Shades and up to 70% with Natural Extra Shades	

* vs. untreated hair
** in combination with FIBRE CLINIX® Vibrancy care range
*** vs. existing portfolio

IGORA VIBRANCE®
PORTFOLIO OVERVIEW

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

● IGORA ROYAL® ● IGORA® COLOR10® ● IGORA® ZERO AMM ● CHROMA ID™

	Naturals, Cendrés and Beiges: -0, -1, -4	Natural Extras: -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 colors 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 color and condition Diluter: Reduces pigment concentration in highly pigmented shades
Service	Color Melt / Dual-System Application, Glossing, Neutralization	For virgin and re-growth application	Color Melt / Dual-System 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	/

* The longevity depends on the chosen shade and the hair's quality