Schwarzkopf
PROFESSIONAL

Be the Colourist you want to be

Together. A passion for hair.

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 ideal brand for all hairdressers who never stop exploring, evolving and creating.

#MOREVIBRANCE

MORE

MORE service opportunities for all hair types* for full flexibility

MORE natural & pastel shades* complementing the existing portfolio

MORE care for all blonde toners* due to Integrated Bonding Technology for minimised hair breakage

MORE sustainable packaging* recycled plastic & recycled paper are designed to be fully recyclable**

SAME trusted performance with the iconic formula with the Moisture Protecting Complex offering more shine and more care

*vs. previous IGORA VIBRANCE **requires local recycling possibilities and disposal in recycling stream. Check local recycling requirements.

3

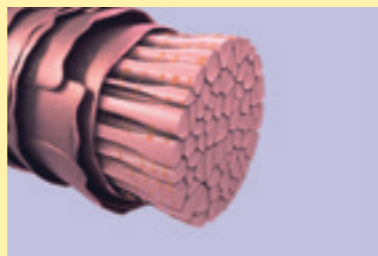# MOISTURE PROTECTING COMPLEX WITH AQUAXIL™
IN THE ENTIRE PORTFOLIO

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. This stabilises the internal structure of each hair fibre to protect it against hair breakage and creates a clean canvas for an even colour result.
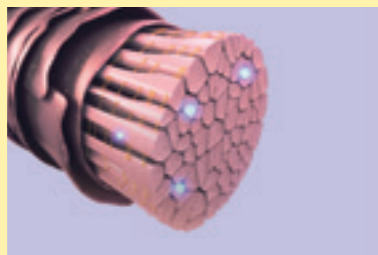
1 The formula with **AQUAXYL™** stabilises the inner moisture level of the hair through a combination of sugar molecules and vitamins

2 It helps control the moisture level within the hair during the development process and stabilises the inner structure of the hair
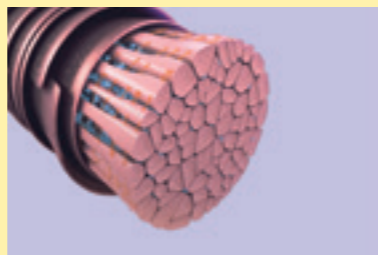
3 This "Anti-dehydration shield" in combination with a low concentration of alkalizing agents (MEA) *** creates a clean canvas for an even colour result and helps protect against hair breakage

4 The alcohol-free formula, enriched with Vitamin B3 and B5, shields and evens the hair surface for vibrant shine

*** MEA= Monoethanolamine

FIBREBOND TECHNOLOGY
IN THE PASTELS

The new Pastel Toner formulations with balanced pigments come with integrated **FIBREBOND TECHNOLOGY** for reduced hair breakage and healthy-looking beautiful blonde results. The Fibrebond Technology 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.

FIBREBOND TECHNOLOGY INSIDE

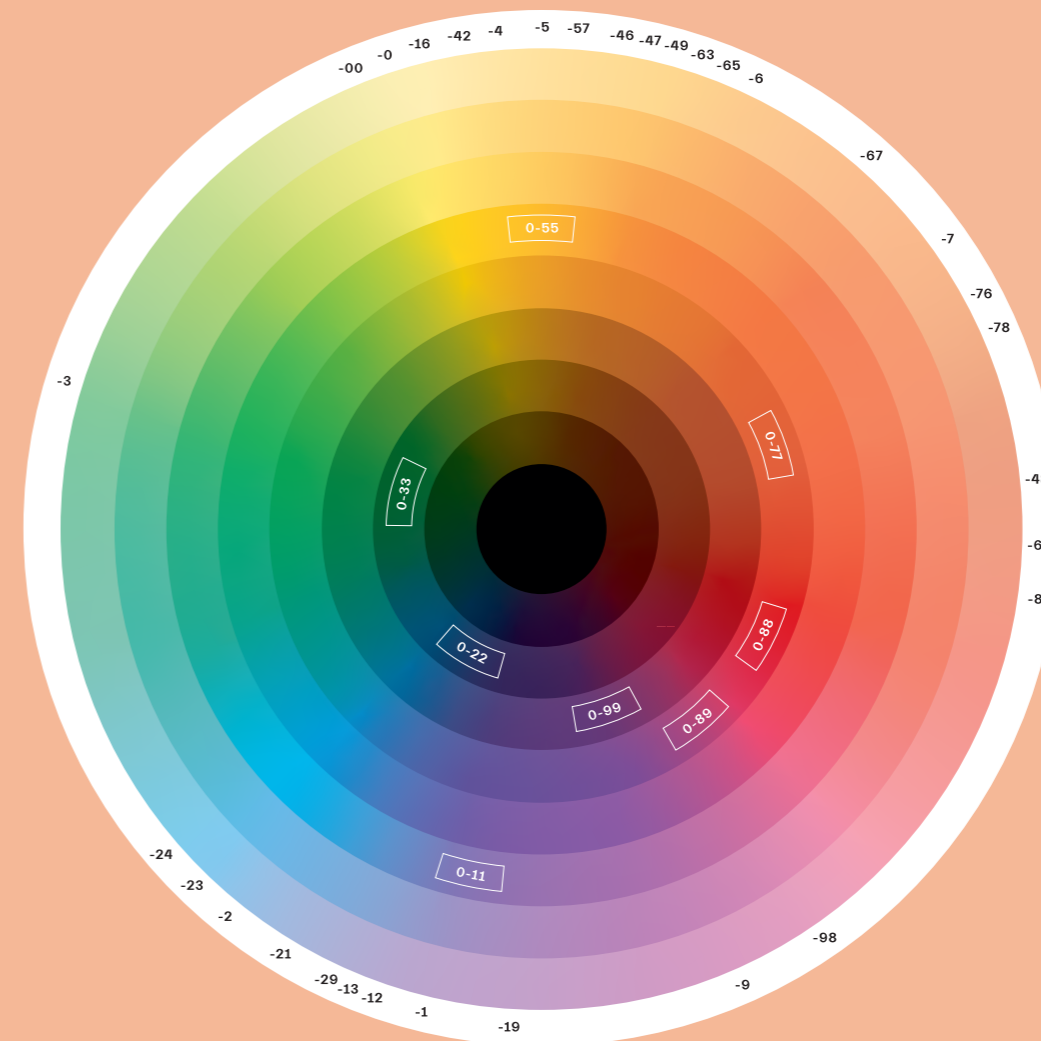# THE IGORA NUMBERING SYSTEM

7 - 57

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.

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	matt (green)
-4	beige (muted gold)
-5	gold (gold)
-6	chocolate (warm brown)
-7	copper (orange)
-8	red (red)
-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

Naturals	Cendrés & 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	9,5-19, 10-19	0-33
			7-88			
6-0, 6-00	6-12, 6-16, 6-23	6-46	6-6, 6-63, 6-68	6-78	9,5-21, 10-4	0-55
			6-99			
5-0, 5-00	5-1, 5-16, 5-21	5-4	5-5, 5-57, 5-65, 5-67	5-7	9,5-4, 10-5	0-77
			5-88			
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 COLOR 10   ● 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	**Neutralisers:** 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	Colour Melt / Dual Application, Glossing, Neutralization	For virgin and re-growth application	Colour Melt / Dual Application, Glossing, Fashion Toning	Pastel Toning, Neutralisation/ 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% | 6 Vol.** contains a gel-ifying agent which creates a unique gel consistency ideal for bottle applications and quick services at the basin.

The **IGORA VIBRANCE Activator Lotions 1.9% | 6 Vol. and 4% | 13 Vol.** contain a special thickening agent, which transforms the liquid colour 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	- Colour Melt / Dual Application: Refreshing mid–lengths and ends - Pastel Toning & Neutralisation - Glossing - Colouring darker - White hair blending up to 30%	5-20 min
	4%	13 Vol.	Soft lightening (up to 1 level on light bases)	- Colour Melt / Dual 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	

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% | 6 Vol.	
30-50%	Natural and Fashion Shades (both can be used alone)	4% | 13 Vol.	20 min
50-70%	Mix Natural Extra Shade with Fashion Shade (re-growth application only)	4% | 13 Vol.	
70-100%	Use IGORA ROYAL (permanent hair colour from Schwarzkopf Professional)		30-45 min

MIXING BOOSTERS

NEUTRALISING BOOSTERS

0-11, 0-22, 0-33

Neutralising additive to provide cool tone directions

MIXING RATIO 1:1

IGORA VIBRANCE MIXING BOOSTER + IGORA VIBRANCE SHADE

IGORA VIBRANCE ACTIVATOR GEL OR LOTION

TONAL INTENSITY

LEVEL OF DEPTH	SOFT	MEDIUM	INTENSE
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

MIXING RATIO 1:1

IGORA VIBRANCE MIXING BOOSTER + IGORA VIBRANCE SHADE

IGORA VIBRANCE ACTIVATOR GEL OR LOTION

TONAL INTENSITY

LEVEL OF DEPTH	SOFT	MEDIUM	INTENSE
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 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.

PRE-PIGMENTATION

Level of target shade	Recommended IGORA VIBRANCE Shade	Activator	Mixing Ratio
8- Light Blonde 7- Medium Blonde	0-55 Booster		
6- Dark Blonde 5- Light Brown	0-77 Booster	1.9% | 6 Vol.	1:1
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.
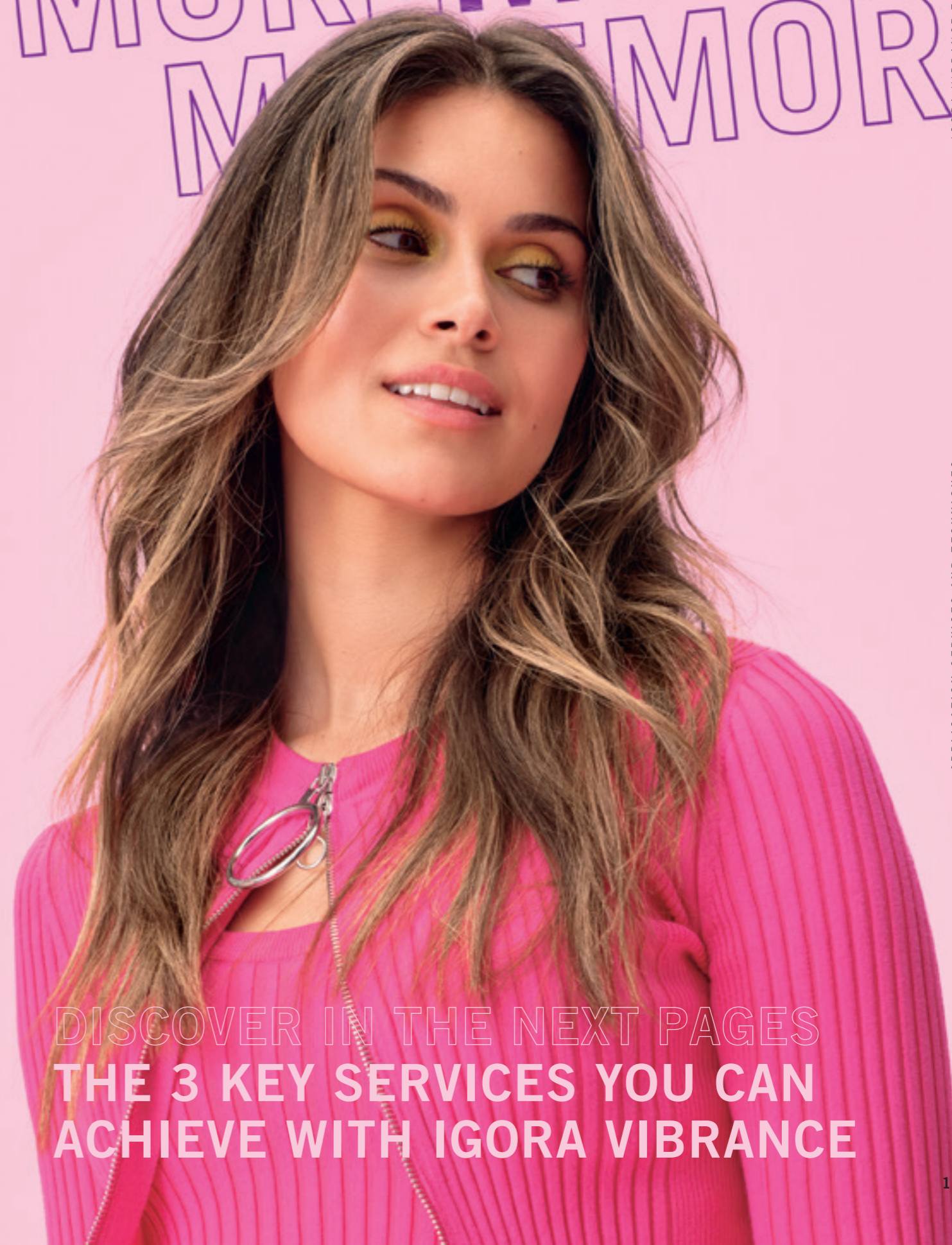
MOREMORE MOREMORE MOREMORE

SERVICES AND TECHNIQUES

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

Services and Techniques	Activator Gel	Activator Lotion
COLOUR 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 onto 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 - Harmonise 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 0-00 **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 HAIR 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 the recommended Post-Colouration Treatment (page 16).

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

MORE MORE MORE MORE MORE MORE MORE MORE

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.

Discover the full tutorials

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

Maria Roberts
@mariaroberts25

"A timeless blonde that never goes out of style. Utilising multiple placements like micro slicing, tip outs, and root tap for a bright, classic look."

Shawna Russell
@hairbyshawna_russell

"I customised three bespoke colour mixes and visually layered them together to create a seamless multi-dimensional result, while still showcasing my model's natural texture and movement, to create an effortless natural lived-in result."

Grace Dalgleish
@gracedalgleishx

COLOUR MELT SERVICE

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

Discover the full tutorials

Brendnetta Ashley
@edgybgirl

"Add some spice to your curls with this crimson curly balayage. Begin by lightening 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 also 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

Discover the full tutorials

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

Aleksandar Dramicanin
@aleksandar_dramicanin

"My final look was an effortless, lived-in dimensional brunette. Perfect for any client wanting dimension while still keeping a low-maintenance look!"

Maggie Hancock
@maggiemh

"For this look, I chose to go with a subtle pop of soft pink to showcase that Vibrance can be very versatile. I can make soft wearable fashion shades by customizing my own tones using the booster shades in my formula."

Linh Phan
@bescene

"Layering two tones - a light milk brown and soft beige blonde - within a dark earthy brown base to create a cool version of glossing over panels of lightness."

Lesley Jennison
@lesleyjennison

IN-SALON TREATMENT

Offer the best colouration service to your customers with **Colour Enablers**

The specific range of colour enablers allow you to upgrade your in-salon colour services to address the needs of your client's hair, skin and scalp:

STEP 1 Create the perfect canvas before colouration (Bond Enforcing Color Remover and Hair Primer)

STEP 2 Protect the hair, scalp and skin during colouration (Skin Protect, Scalp Protect and Bond Booster)

STEP 3 Seal the hair after colouration (FIBREPLEX No.2 Bond Sealer and Hair Sealer)

AT-HOME POST COLOURATION TREATMENT

Shampoo with
**BC BONACURE
pH 4.5 Color Freeze**

Shampoo with
FIBRE CLINIX TRIBOND or
VIBRANCY

EXPERT TIP
To maintain colour longer, make sure clients take home **BC BONACURE** pH 4.5 Color Freeze range.

EXPERT TIP
To maintain colour longer, make sure clients take home **FIBRE CLINIX VIBRANCY** range.

OR

For long-lasting, intense colour results use **BC BONACURE** pH 4.5 Color Freeze Conditioner or Treatment.

For long-lasting, intense colour results use **FIBRE CLINIX TRIBOND or VIBRANCY** Conditioner or Treatment.

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 VIBRANCE** tone directions, to prolong the colour at home.

Use Chroma ID between colours to refresh dull mid-lengths and ends and to increase longevity of **IGORA VIBRANCE**.

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

Signature Consultation & Service Opportunities

1 COLOUR NEEDS
2 DIAGNOSIS
3 APPLICATION
4 POST-COLOUR CARE
5 MAINTENANCE ROUTINE
IN-SALON
AT HOME

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

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.
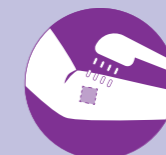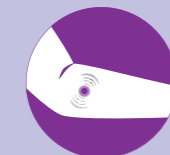
ALLERGY ALERT TEST

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 to avoid future allergic reactions.

48h · 45 min · STOP

MOR MOR
MOREI
MORE

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