

IGORA ROYAL HIGHLIFTS



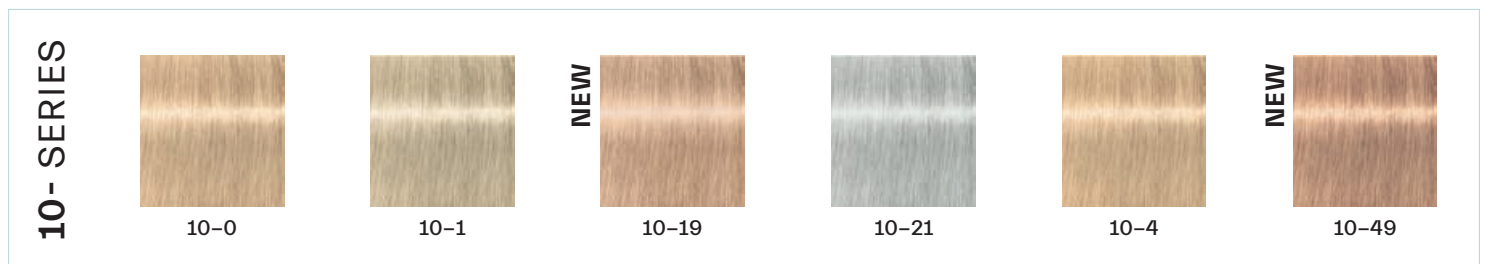
Be the Colourist you want to be. Because everything you need is already inside.



NEW FORMULA WITH IMPROVED PERFORMANCE

- Try out our NEW high performing and improved formula with **TrueLift Complex** for a more powerful lift and stronger neutralisation
- Same trusted integrated Fibre Bond Technology for reduced hair breakage
- **10- Series** for up to 4 levels of lift for bases 7 to 8
- **12- Series** for up to 5 levels of lift for bases 6 to 8

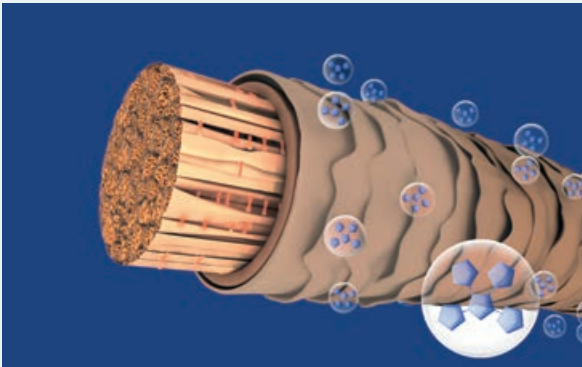
DISCOVER THE NEW PORTFOLIO



Together. A passion for hair.

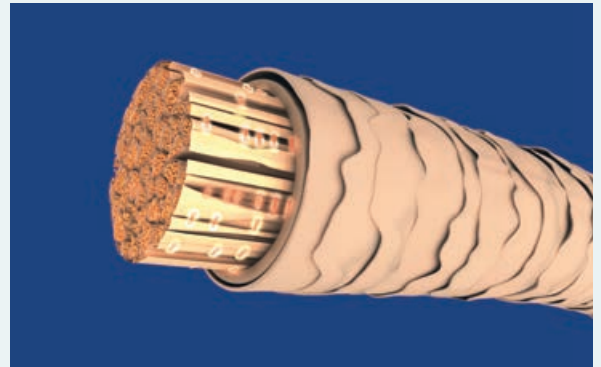
DISCOVER THE IMPROVED PERFORMANCE

TRUELIFT COMPLEX



- During the process of highlifting the hair with IGORA ROYAL Highlifts, **the TrueLift Complex** highlifts the hair (blue pigment matrices).
- Thanks to the optimised combination of colour pigments and lifting ingredients, it allows for a **powerful lifting performance while counteracting** warm undertones for superior colour results.

BONDING TECHNOLOGY



- When highlifting the hair with IGORA ROYAL Highlifts, a **protection layer** is created around the hair bonds, which decreases the amount of bonds being lost compared to highlifting the hair without **Fibre Bond Technology**.
- This results in a higher number of bonds within the hair cortex.

10- SERIES



Ex. 10-1

Ex. 10-1

Discover the improved lifting performance and neutralisation power in all our shades compared to our old IGORA ROYAL Highlifts 10-Series for outstanding bright blonde results.

IGORA ROYAL Oil Developer:

- 9% 30 Vol. (up to 3 levels of lift)
- 12% 40 Vol. (up to 4 levels of lift)

Mixing Ratio: 1:1 (colour cream : developer)

12- SERIES



Ex. 12-1

Ex. 12-1

Discover the improved lifting performance and neutralisation power in all our shades compared to our old IGORA ROYAL Highlifts 12-Series for outstanding bright blonde results

IGORA ROYAL Oil Developer:

- 9% 30 Vol. (up to 4 levels of lift)
- 12% 40 Vol. (up to 5 levels of lift)

Mixing Ratio: 1:2 (colour cream : developer)

