IGORA ROYAL

Schwarzkopf
PROFESSIONAL

Be the Colourist
you want to be

Together. A passion for hair.

Be Curious. Be Mellow. Be Bold. Be Safe. Be Neat. Be Punk. Be Blue. Be Pink. Be Old. Be Young. Be You. Be the best you can Be. Be the Colorist you want to be. Because everything you need is already within. IGORA ROYAL.

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Together. A passion for hair.

#BeIGORA

IGORA ROYAL was developed by colourists for colourists and our mission is to empower every one of you to create the most beautiful looks, to explore every aspect of your creativity – and, of course, to **reveal your clients' individual beauty.**

IGORA ROYAL formulas offer amazing true-to-tuft results, up to 100% coverage, incredible **colour intensity and performance you can trust – always.**

IGORA ROYAL is the reference for full colour confidence to master every permanent colour service and offers everything you need to **become the colourist you want to be.**

Technology

IGORA ROYAL High Definition Technology features many innovations including re-engineered pigment matrices to give clarity in tone, enhanced true-to-tuft results, greater colour intensity and maximum coverage. Lipid carriers amplify pigment penetration and lock in colour, protecting colour intensity and keeping hair looking good for longer.
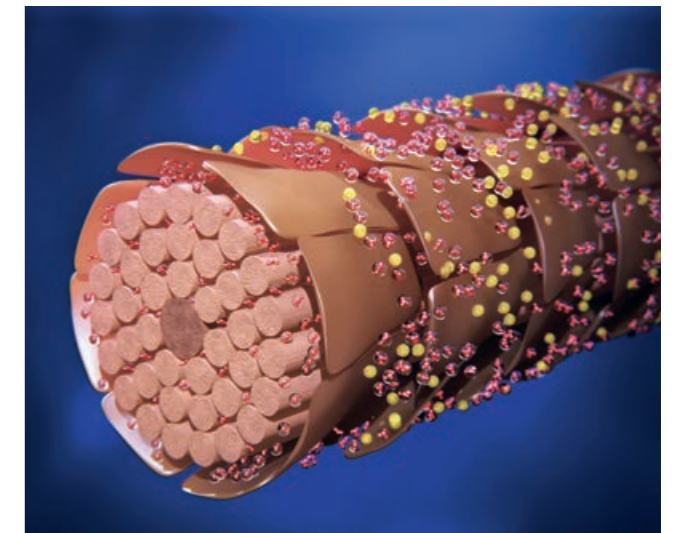
The result: True Colour in High Definition

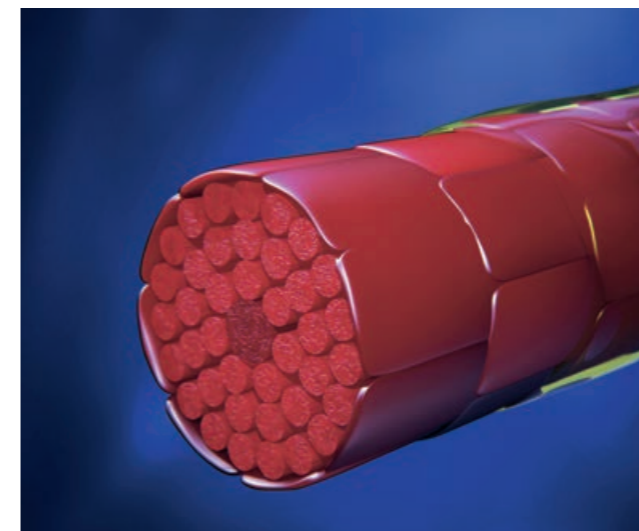## 1
Re-engineered colour pigments matrices
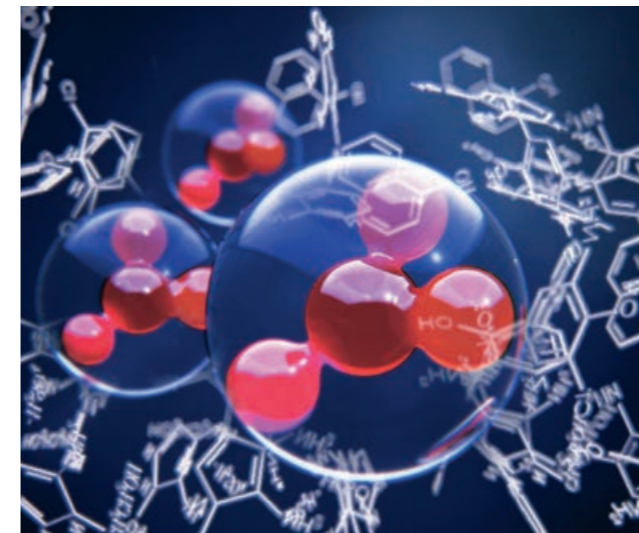
2
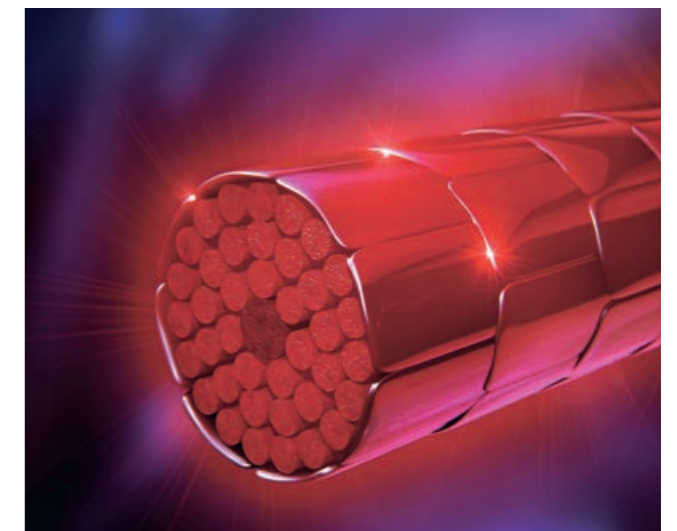Lipid carriers for amplified penetration

3
Perfect sealing for longest retention

4
The result: True Colour in High Definition

IGORA ROYAL Numbering System

To keep things simple and create a system that's super-effective and easy to use, ours is based on a combination of up to 3 numbers.

The number in front of the dash (5-)
- Indicates the depth of the shade.
- Tells you the ideal base to choose in order to achieve true-to-tuft results.

The number(s) after the dash (-88)
- The first number after the dash represents the primary tone direction (the dominant shade).
- The second number after the dash indicates the secondary tone direction (the secondary colour).
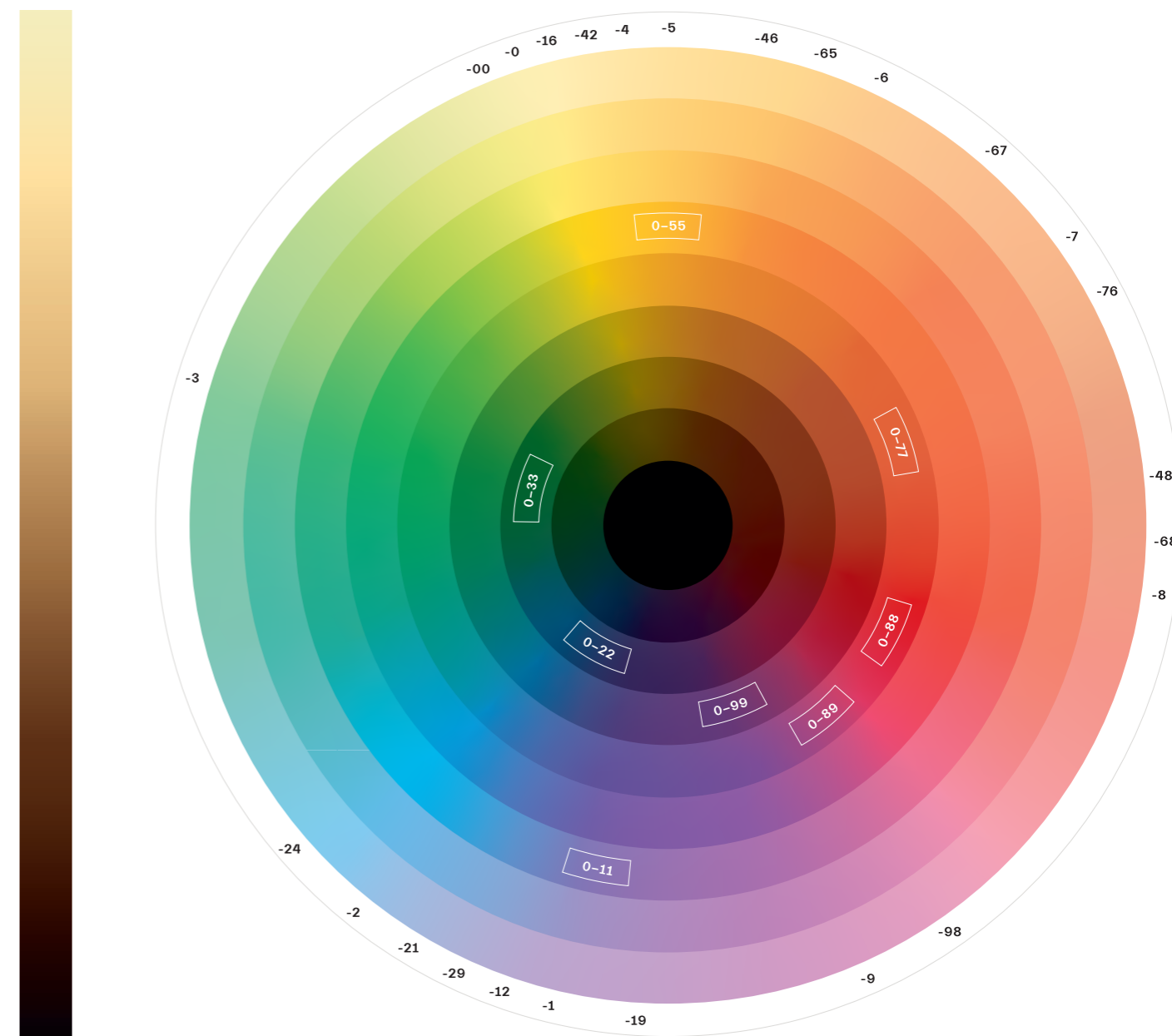
5 - 88

Depth/base shade:

1-	Black
3-	Dark brown
4-	Medium brown
5-	Light brown
6-	Dark blonde
7-	Medium blonde
8-	Light blonde
9-	Extra light blonde
10-	Ultra blonde

Tone direction:

-0	Natural
-1	Cendré
-2	Ash
-3	Matt
-4	Beige
-5	Gold
-6	Chocolate
-7	Copper
-8	Red
-9	Violet

Highlift shade strands do not show end results.

The Colour Wheel

It's an essential part of how we experience the world, a source of beauty, joy and inspiration. Colour theory, and therapy, has fascinated scientists, poets, communicators and designers through the centuries, and the colour wheel has stood the test of time as the clearest symbol of this fascination.
Many of the world's finest minds have developed variations on the wheel, from mathematician and physicist, Newton, to the great German playwright-philosopher, Goethe, and Itten, legendary painter and designer of the Bauhaus school.
It may appear simple, but the colour circle is one of the colour artist's most important tools.
The IGORA ROYAL Colour Circle provides a clear overview of where each IGORA ROYAL shade falls within the spectrum. The colour circle plays a key role in helping choose the correct formula for every client.
Shades directly opposite each other or with the same intensity will cancel each other out. Greater or lesser strengths of an opposing colour will create a more subtle effect, by toning an opposing shade down slightly, or intensifying a tonal variation.

IGORA ROYAL Products	IGORA ROYAL Naturals	IGORA ROYAL Natural Extra	IGORA ROYAL Fashion Tones	IGORA ROYAL Pastels	IGORA ROYAL Highlifts	IGORA ROYAL Highlifts	IGORA ROYAL Absolutes	IGORA ROYAL Silver Whites	IGORA ROYAL Fashion Lights
Assortment	-0, -1, -4	-00	-11 / -12 / -13 / -16 / -19 / -21 / -22 / -24 / -29 / -33 / -42 / -46 / -48 / -55 / -6 / -63* / -65 / -67 / -68 / -7 / -76 / -77 / -84 / -88 / -98 / -99	9,5-	10-	12-	-01 / -10 / -140 / -40 / -450 / -460 / -470 / -50 / -560 / -60 / -70 / -710 / -80	Silver, Dove Grey, Grey Lilac, Slate Grey	L-00/-44/-77/-88/-89
Oil Developer	3% 10 Vol. 6% 20 Vol. 9% 30 Vol.	6% 20 Vol. 9% 30 Vol.	3% 10 Vol. 6% 20 Vol. 9% 30 Vol.	3% 10 Vol.	9% 30 Vol. 12% 40 Vol.	9% 30 Vol. 12% 40 Vol.	6% 20 Vol. 9% 30 Vol.	3% 10 Vol.	12% 40 Vol.
Mixing ratio	1:1	1:1	1:1	1:1	1:1	1:2	1:1	1:1	1:1
Development time	30–45 min	30–45 min	30–45 min	5–30 min	30–45 min	30–45 min	30–45 min	20 min	30–45 min

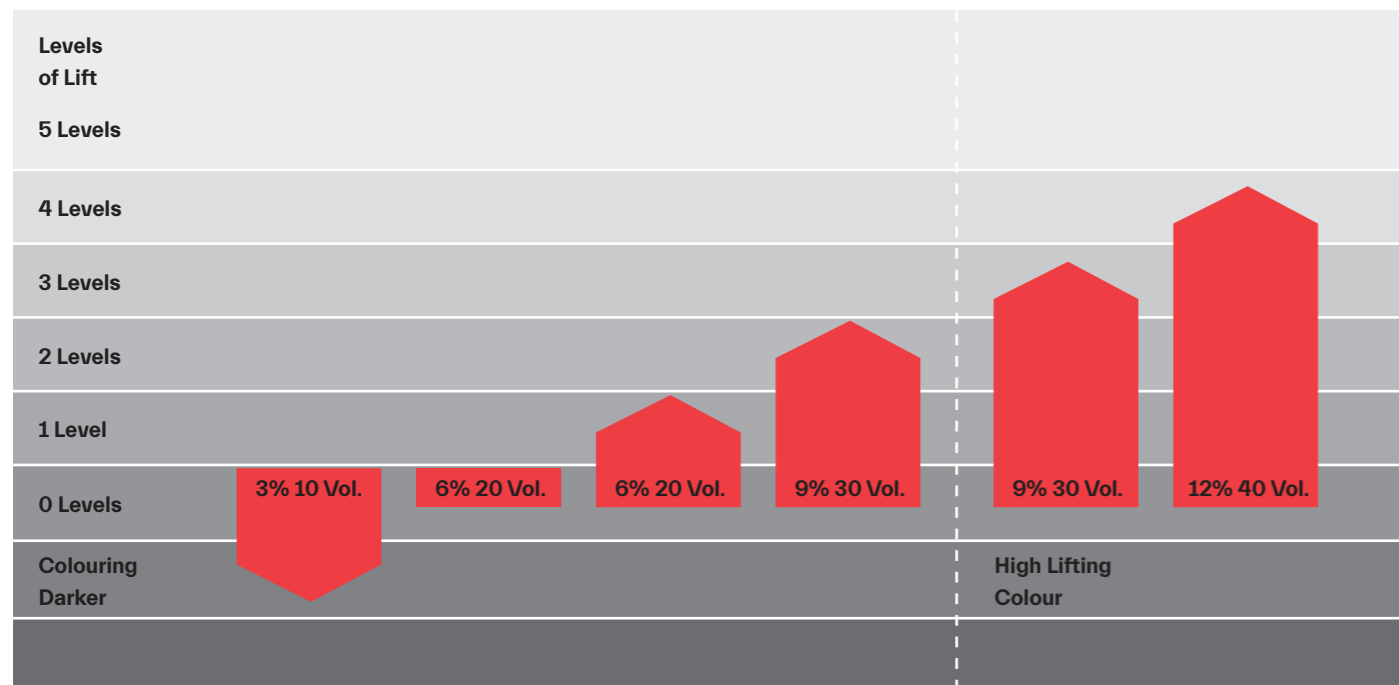|	
Virgin application	- Apply colour in small sections, starting with mid-lengths and ends - Leave to develop for 10 mins (or 15 mins for Fashion shades) - Apply colour to the re-growth area - Leave to develop for 30–45 mins
Re-growth application	- In small sections, apply the colour only to the re-growth area - Leave to develop for 30–45 mins - Use Dual application for mid-lengths and ends and leave to develop for 10–20 mins
Rinsing	Emulsify and rinse out until water runs clear Shampoo with BC pH 4.5 Color Freeze Shampoo and SKP Hair Sealer.

IGORA ROYAL Oil Developer Usage Table

Levels of Lift							
5 Levels							
4 Levels							
3 Levels							
2 Levels							
1 Level							
0 Levels	3% 10 Vol.	6% 20 Vol.	6% 20 Vol.	9% 30 Vol.		9% 30 Vol.	12% 40 Vol.
Colouring Darker					High Lifting Colour		

IGORA ROYAL Oil Developer Usage Guide

3% 10 Vol.	6% 20 Vol.	9% 30 Vol.	12% 40 Vol.
- Colouring darker hair - Covering 100% white or grey hair - Treating colour deposit on pre-lightened hair - Colouring using IGORA ROYAL Pastel shades	- Tone-on-tone colouration - Coverage on white hair - Lifting 1–2 levels - White hair coverage with IGORA ROYAL Absolutes/Natural Extra on more than 90% white hair	- Lifting 2–3 levels - Colouring with -00 series - White hair coverage with IGORA ROYAL Absolutes - Lifting by up to 3 levels with the IGORA ROYAL Ultra Blonde series (10-) - Lifting by 3–4 levels with the IGORA ROYAL Special Blonde series (12-)	- Colouring with IGORA ROYAL Fashion Lights - Lifting 3–4 levels with IGORA ROYAL Ultra Blonde series (10-) - Lifting 4–5 levels with IGORA ROYAL Special Blonde series (12-)*

*4–5 levels of lift are achievable on natural base 6 and lighter.

IGORA ROYAL Core

IGORA ROYAL
Natural Shades

IGORA ROYAL Natural shades are specially developed for 100% white hair coverage that's reliable and formulated to last.

Features:
- 100% white hair coverage up to level 9
- Natural-looking shades and tones
- True-to-tuft results
- Intense shine
- Impressively long-lasting results
- Perfectly suitable for mixing with other
  IGORA ROYAL shades

IGORA ROYAL Oil Developer:
3% 10 Vol., 6% 20 Vol., 9% 30 Vol.

Mixing ratio: 1:1

Development time: 30–45 min

Expert Tip:
Mix one part IGORA ROYAL Natural shade with two parts of your chosen IGORA ROYAL Fashion shade to achieve 100% coverage.

Application tip:
- For 100% perfect coverage:
- Always apply on dry hair
- Start to apply the product directly from the
  hairline
- Apply in small sections and use a generous
  amount of colour

IGORA ROYAL
Natural Extra Shades

IGORA ROYAL Natural Extra shades are specially developed to provide total coverage on whites and greys even on thick and coarse hair.

Features:
- Gives 100% white hair coverage
  even on thick and colour-resistant hair
- Up to 25% more colour pigments than IGORA ROYAL
  Natural shades
- Natural-looking shades and tones
- True-to-tuft results
- Intense shine
- Impressively long-lasting results

IGORA ROYAL Oil Developer:
9% 30 Vol.

Note:
6% 30 Vol. IGORA ROYAL Oil Developer can be used to deposit colour into hair that's over 90% white.

Mixing ratio: 1:1

Development time: 30–45 min

Application tip:
On delicate hair, on the first application, do not apply on the area up to 2cm from the hairline. Apply IGORA ROYAL Natural Extra Shades to that area last in order to achieve uniform coverage.

IGORA ROYAL Fashion Shades

IGORA ROYAL Fashion shades are formulated for brilliant, directional, long-lasting fashion shades and dazzling shine.

Features:
- Up to 70% white hair coverage
- Really vibrant shades and tones
- True-to-tuft results
- Intense shine
- Impressively long-lasting results
- Plus they're all made to be mixed with other IGORA ROYAL shades

IGORA ROYAL Oil Developer:
3% 10 Vol., 6% 20 Vol., 9% 30 Vol.

Mixing ratio: 1:1

Development time: 30–45 min

How to achieve coverage on white hair: 0–70%
Use IGORA ROYAL Fashion shade pure

70–100%
Mix 2:1 with an IGORA ROYAL Natural shade.
For thick and colour-resistant hair, mix 1:1

Application tip:
For cool shades, on the first application, do not apply to the area up to 2cm from the hairline. Apply
a neutralising shade to that area last to prevent over-pigmentation.

Dual System Application:
For best colour results we recommend the Dual System – a professional application method using permanent hair colour for the re-growth and a demi-permanent hair colour for the mid-lengths & ends. This system keeps hair lengths and ends in optimal condition for more vibrant and lasting colour results.

- Apply directly onto dry hair
- Divide hair into fine sections and apply IGORA ROYAL to areas of re-growth, then leave to develop for 10–20 min
- Finally, apply IGORA VIBRANCE evenly to mid-lengths and ends and leave to develop for another 10–20 min

IGORA ROYAL Sub Ranges

IGORA ROYAL
Absolutes

IGORA ROYAL Absolutes is every hairdresser's go-to brand for their more mature customers, offering:

- 100% white hair coverage – even with fashion shades
- The first collagen & siliamine hair colour with pro-age-complex specially formulated to care for mature hair
- Unique portfolio of shades specially formulated to flatter more mature skin, plus we have recently added new colours to the collection, including fashion shades

Specific Technology:
Pro-Age-Complex
The Pro-Age-Complex with siliamine and collagen contains a long-chain care polymer with a Velcro-like backbone that adheres to the surface of each cuticle. The smooth top of the polymer creates a sleek, even surface for a perfect hair look and feel with maximum tone and shine.

Low Odour Technology:
We've formulated Absolutes with a complex oil structure cream base that blocks ammonia from reaching the surface – slowing evaporation and reducing smell.

Features:
- Choice of fashion shades
- Up to 100% coverage on white hair
- Up to 30% more dye stuff than other IGORA ROYAL shades
- Brilliant shine
- Impressively long-lasting results
- Extra added care for mature hair

IGORA ROYAL Oil Developer:
9% 30 Vol.
For pure colour deposit on over 90% white hair, use 6% 20 Vol.

Mixing ratio: 1:1

Development time: 30–45 min

IGORA ROYAL
Silver Whites

IGORA ROYAL Silver Whites are specially designed to beautify white & grey hair shades.

Features:
- Low commitment for enhancing white and grey hair
- Extra care for all mature hair
- Every shade is intermixable

Shade usage:
- Silver: for 70%–100% white, on Base 6 and lighter
- Dove Grey & Grey Lilac: for 30%–100% white, on Base 5 and lighter
- Slate Grey: for 30%–60% white, on Base 1–5

IGORA ROYAL Oil Developer:
3% 10 Vol.

Mixing ratio: 1:1

Development time: up to 20 min

IGORA ROYAL
Highlifts

IGORA ROYAL Highlifts is designed for the coolest blonde results. A range of powerful lifting shades with an innovative TrueLift Complex and integrated Bonding Technology.

Specific Technology:
TrueLift Complex
The innovative formula combines a unique **TrueLift Complex** with an optimised combination of colour pigments and lifting ingredients, allowing for a powerful lifting performance while counteracting warm undertones for superior colour results.
Fibre Bond Technology
Integrated directly into the colour cream, the breakthrough Fibre Bond Technology protects bonds within the hair structure during the lifting process, in just one simple step with no extra effort.

Ultra Blonde (10-Series)

Features:
- Up to 4 levels of lift
- Optimal neutralisation
- To be used on base 7 to 8

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: IGORA ROYAL Oil Developer)

Development time: 30–45 minutes

Complete the service using Fibreplex No.2 for bond creation and long-lasting colour protection in-salon.

Choose your focus:
Maximum lift or strong neutralisation – then choose a lifting shade to match. The strongest neutralisation will be achieved with 10–21, followed by 10–1. For dilution of the neutralisation or pure lifting power, use 10–0.

Expert Tip:
When using cool shades, do not apply to the area up to 2 cm from the hairline on the first application. Apply a neutralising shade to that area last to prevent over-pigmentation.

Special Blonde (12-Series)

Features:
- Up to 5 levels of lift
- Optimal neutralisation
- To be used on bases 6 to 8

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: IGORA ROYAL Oil Developer)

Development time: 30–45 minutes

Complete the service using Fibreplex No.2 for bond creation and long-lasting colour protection in-salon.

Choose your focus:
Maximum lift or strong neutralisation – then choose a lifting shade to match. The strongest neutralisation will be achieved with 12–21, followed 12–2. The softest neutralisation will be achieved with 12–1. For dilution of the neutralisation or pure lifting power, use 12–0.

Expert Tips on Lifting:
Apply the colour in small sections and saturate hair with a generous amount of product all over. When using cool shades, stay at least 2cm from the hairline on the first application. Apply a neutralising shade to that area last to prevent over-pigmentation. Leave to develop on the rest of the head for up to 15 minutes, then continue with the application to the root area then develop for another 30 minutes.

IGORA ROYAL
Fashion Lights

IGORA ROYAL Fashion Lights radiant fashion shades and blondes with integrated Fibre Bond Technology designed for highlighting techniques.

Features:
- Lift & colour in one step
- Amazing brightness and luminosity
- Up to 5 levels of lift
- Intense contrast even on dark or coloured bases
- To be used on bases 6 and darker
  Suitable only for application off-scalp

Specific Technology:
Integrated directly into the colour cream, the breakthrough Fibre Bond Technology protects bonds within the hair structure during the lifting process, in just one simple step with no extra effort.

IGORA ROYAL Oil Developer:
12% 40 Vol.

Mixing ratio: 1:1

Development time: 30–45 min
(45 min for lifting tinted bases)

Complete the service using Fibreplex No.2 for bond creation and long-lasting colour protection in-salon.

IGORA ROYAL
Pastels

IGORA ROYAL Pastels are designed to add soft tones to light bases, reliably neutralising and perfectly personalising blonde hair.

Features:
- Translucent pigmentation perfect for
  personalising blondes and colouring whites
- Enhances and refines every shade of blonde hair
- Super-subtle pastel shades
- Effectively neutralises yellow tones in lightened hair
- All shades are intermixable
- To be used on base 9 and lighter

IGORA ROYAL Oil Developer: 3% 10 Vol.

Mixing ratio: 1:1

Development time: 5–30 min (keep an eye on it!)

**Using IGORA ROYAL Pastels after Lightening:**

Blonde:
To achieve the right shade of beautiful blonde you need to decide at the start of the lightening process the tone direction and final result you want. This is because it is only possible to adapt the level of lift and neutralisation, and choose the right toner, before you start.

The key to the best blonde results lies in balancing the pH level of the hair surface immediately after the pre-lightening process. This stops the chemical process straight away and closes the cuticles of the hair – creating an even canvas to apply the toner on. Leave the toner to develop as per the instructions, then rinse and dry. Apply the chosen Pastel shade to dry hair.

Expert Tip:
If you are using these shades to neutralise naturally pale or pre-lightened hair, start application on the warmest areas first, then leave to develop for 5–10 min. Then, continue to apply over the rest of the hair, before leaving it to develop for another 5–20 min (again, keep watching it).
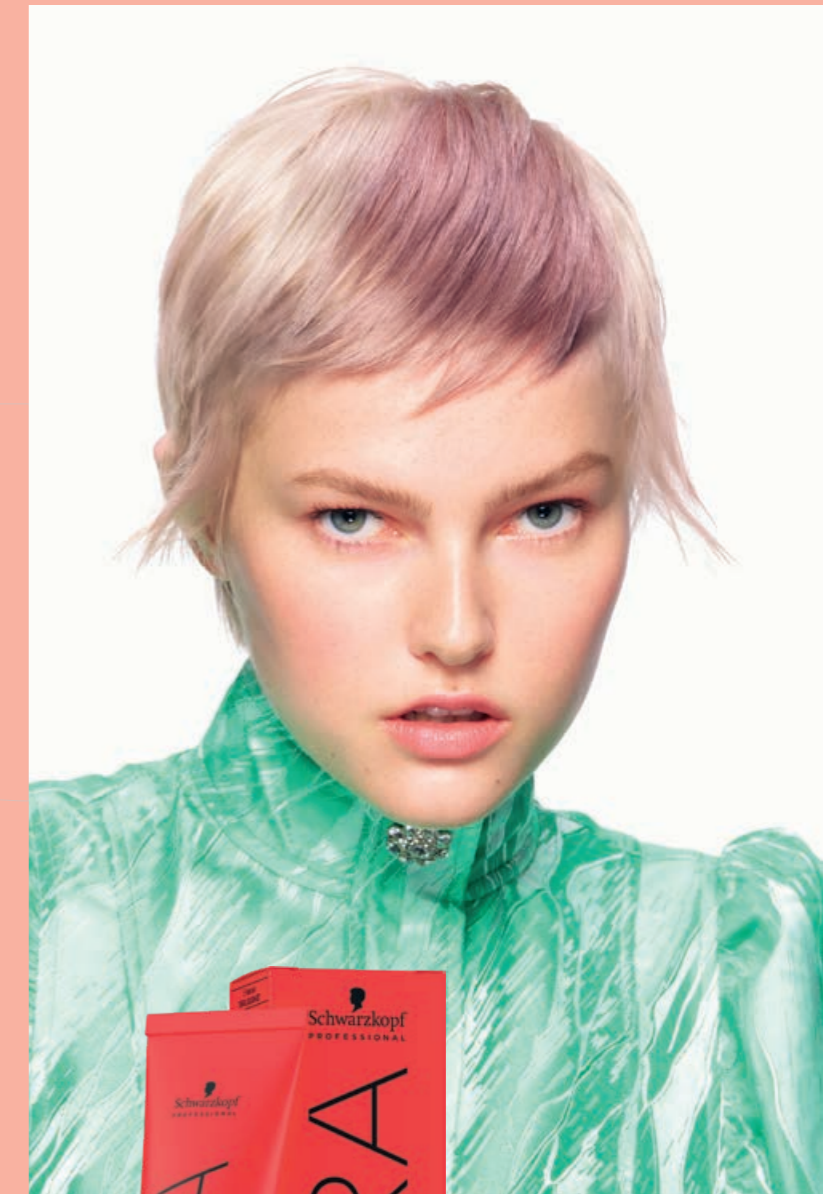
IGORA ROYAL Neutralisers, Extracts, Pastelfier and Boosters

The IGORA Royal technical range consists of additives that can be combined with IGORA ROYAL shades to boost, shift or neutralise tone directions and for creative and customised colour results.

IGORA ROYAL Neutralisers 0–11, 0–22, 0–33

Features:
- Provide cool tone directions
- Mix with your desired shade to neutralise any unwanted warmth

Mixing:
- Neutralisation on base 8 and 9: Add up to 5% of the colour cream
- Neutralisation on base 6 and 7: Add up to 15% of the colour cream
- Neutralisation on base 1 to 5: Add up to 25% of the colour cream

Note:
When adding a Neutraliser, Extract, Pastelfier or Booster to your colour formula you need to increase the amount of IGORA ROYAL Oil Developer accordingly.

Example:
60ml 6–0 + 9ml 0–22 + 69ml IGORA ROYAL Oil Developer

IGORA ROYAL Boosters 0–55, 0–77, 0–88, 0–89, 0–99

Features:
- Boosts fashion shades on all levels of intensity
- Works with any of our IGORA ROYAL shades

Mixing:
- Your booster will make up to 50% of the colour cream in your formula
- Adding too much booster will reduce coverage, so make sure you adjust the amount of colour and the way you apply accordingly

Note:
When you add a Booster to your chosen IGORA ROYAL shade, the amount of developer must be increased proportionally to maintain the target depth.

Example:
60ml 7–77 + 15ml 0–77 + 75ml IGORA ROYAL Oil Developer*

IGORA ROYAL
Extract E-1

If you want to breathe some cooling action into any IGORA ROYAL target shade, just add cendré.

Mixing ratio:
Usage on bases 8–7
Mix 2:1 IGORA ROYAL shade to E-1
Usage on bases 6–5
Mix 1:1 IGORA ROYAL shade to E-1
Usage on base 4 and darker
Mix 1:2 IGORA ROYAL shade to E-1

For extra cool results, simply use E-1
Extract purely.

Developer: 3% 10 Vol.

Mixing ratio: 1:1

Development time: 30–45 min

IGORA ROYAL
Pastelfier

The IGORA ROYAL Pastelfier is a super-clever formula created to reduce pigment concentration in highly pigmented shades for muted tones and beautifully soft pastels. On top, it offers additional lifting power and neutralisation of upcoming warmth.

Mixing ratio:
Usage on bases 8–9
1 part colour cream + up to 2 parts Pastelfier
Usage on bases 5–7
1 part colour cream + up to 4 parts Pastelfier
Usage on bases 3–4
1 part colour cream + up to 6 parts Pastelfier

Developer: according to the instructions of the base colour cream used

Development time: 30–45 min.

IGORA ROYAL
Diluter 0–00

The IGORA ROYAL Diluter reduces pigment concentration in highly pigmented shades and enables you to create even softer Pastel tones.

Mixing ratio:
Add up to 50% of the used colour creme, when adding 0–00 into the colour formula. Increase the amount of developer proportionally.

Note:
When you add the Diluter to your chosen IGORA ROYAL shade, the amount of developer must be increased proportionally to maintain the target depth.

Example: 20ml 6–88 + 20ml 0–00 + 40ml
Oil Developer

Successful Colouring

Colour Consultation

To ensure a successful colour service, it is crucial to fully understand what your client really wants. Here you will explore the essential points that need to be taken into consideration for an ideal colour consultation and thus the choice of colour for your client.

Hair colour is key to hairdressing today: It is no longer about just covering white hair but all about creating real fashion statements. New hair colour captures the imagination and suggests a confident personality. As each client is unique, selecting a new hair colour is a very personal matter. Each client wants to look and feel their best, so finding the correct shade and treatment is the basis for a successful colour business.

DIAGNOSIS
A precise diagnosis of the client's hair is essential. Misjudgment at this stage means the final result may not be what the client was expecting. Although it may be possible to adjust the tone direction later or even correct the complete colour result, the real damage will be measured in customer confidence.

In some cases, it may be immediately obvious that a client has natural, virgin or previously coloured hair. In many cases, however, this may not be as obvious as it seems. For example it may be that a client has just recently added a natural shade. Therefore, always look at the roots first in order to identify re-growth.

Natural Hair Colour

Before analysing the hair to determine the natural colour, it is worth bearing in mind that there may well be two different shades, one in the back and one – more obvious to the client – at the front. These can easily vary by as much as two levels. As the client will mainly perceive the colour in the front, your colour recommendation should reflect this, especially if covering white hair or lifting.
To determine the exact colour depth and tone use the tufts from the IGORA ROYAL colour chart, which allow assessment of the natural pigment present in the hair and provide a good analysis of the underlying pigments too.

PREVIOUS COLOURATIONS
Determine if a client has had a previous colouration, perm or bleach. This will influence the decision on how or whether or not to proceed with another colouring process. If hair is porous it will absorb more colour and the result may come out darker than required.

PERCENTAGE OF WHITE HAIR
Many people choose colour in order to cover white hair. Even if this is not the primary reason, the percentage of white should influence your product choice. Different colour mixtures might be needed to evenly cover different percentages of white on one head. For an exact assessment of this percentage use the white selector:

HAIR DIAMETER
Hair colouring products work by depositing pigments into or onto the hair shaft. The more pigments are deposited, the darker the shade. Given the same colour recipe, fine hair will process to a darker colour, whereas the same amount of pigments in very thick hair may give a lighter and more translucent result than required. To achieve the target colour on different bases, a different amount of pigment is needed.

NOTE
Fine hair:
Select a shade that is one level lighter than the target shade

Normal hair:
Select the target shade directly

Thick hair:
Select a shade that is one level darker than the target shade

Expert Tips on Colouring Hair

While every hairdresser can achieve excellent colour results, there are occasions when the results are less than perfect. In each case it is essential to understand the reason for failure in order to prevent future mistakes. Colouring hair is not a mystery. There are good, technical reasons for every stage in the process and solutions to all colour challenges.

NEUTRALISING COLOUR
Unwanted tones often appear when lifting hair to a higher level. This is particularly true when lightening dark hair, as it contains a higher amount of pheomelanin.
Pheomelanin is resistant to lifting more than 4 levels and thus a bleaching process is often required. When lifting, the size of the pheomelanin is reduced, changing from red to orange, then to yellow before it finally dissolves.
Due to the fact that brown-black eumelanins dissolve more readily, the pheomelanin shows through more strongly towards the final stages of the lightening process. This at times creates unwanted warm tones. So, getting the mixing ratio and development time correct is crucial to achieving an accurate target result. Specific neutralising shades or toning products are especially useful.
Other examples of unwanted tones may arise through incorrect colour choices. This change in tone corresponds to the colour circle theory, enabling you to see clearly how any two colours combine to form a new colour.

COLOUR CORRECTIONS
There are two important factors to consider when a colour correction becomes necessary or is requested. The first is how to deal with the client. This should involve an extension of the client's analysis process. The second is how to achieve the desired target colour.
1. Cancel out the darkness, lighten the hair
2. Change or eliminate the unwanted tone direction

Before proceeding with correcting a colour, it is important to analyse the existing hair base and condition. If the client has had their hair coloured at the salon before, then the previous results will be on their record card. This should form the basis of a new consultation.

PRE PIGMENTATION

Colouring hair back to the natural tone or darker after it was pre-lightened, highlifted or highlighted, goes along with the following challenges that can impact a correct and even colour result:

- Hair is porous towards the ends
  This can be the reason for the small red-orange pigments in the hair colour to fall out of the hair shaft quickly whilst cool pigments are absorbed by the porous hair leaving it looking dark, matt, muddy or, in the worst case, green.

- The base is far too light to support the dark colour result
  This will lead to a lighter and paler result than desired, making the hair look transparent and faded. To achieve the targeted colour result, you need to put the contributing pigments back into the hair before applying the desired colour.

How to do a pre-pigmentation:
- Apply the chosen semi-permanent colour shade to the relevant areas (the lighter and porous hair)
- The hair should be dry or towel dried
- Apply the desired permanent colour on top of the pre-pigmented hair and leave to develop for 30–45 min
- Depending on the hair condition and to avoid a darker end result please choose the permanent colour 1 level lighter or same level than the desired colour
- If the end result should be darker than 2 levels please use the mixing ratio: 2 parts of the fashion shade and 1 part natural shade
- Please use always semi-permanent products for the pre-pigmentation

EXPERT TIPS ON BLONDE
What are blonde clients expecting today?
- Clients look to the hairdresser to act like a beauty coach and to create their perfect blonde and highlight their personal features
- Clients with blonde hair are more cautious about the health of their hair, the hairdresser needs to consider this during the consultation
- Clients with blonde hair want to keep their blonde beautiful as long as possible

Blonde is an area which requires a high-level skillset of colour knowledge and special technical skills.

The crucial fact with blonde hair – and difference to any other colour service – is that the target shade cannot be chosen in the usual way. The tufts in the colour chart do not show an end result and need to be taken only as a reference for the end result.

Good communication and consultation is the key for a successful blonde service.
The existing hair base and the target colour result will decide whether it is possible to achieve the desired colour in one step or if a second step is necessary.
Following a checklist will help navigation and to find the suitable product, shade and developer strength to achieve the desired colour result.
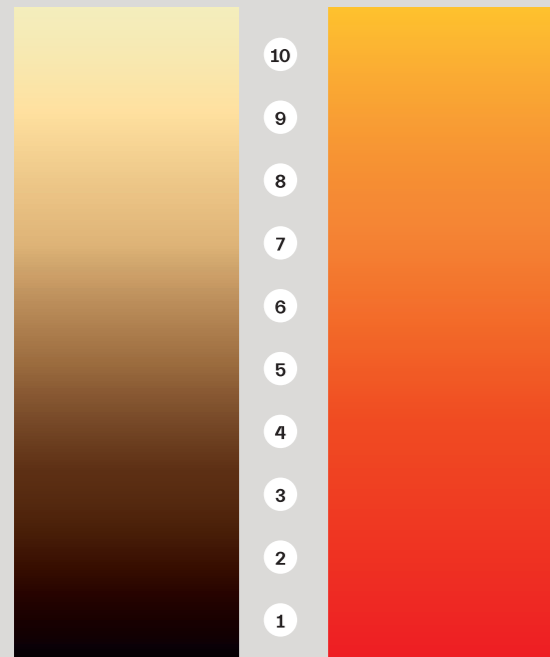
Eumelanin   Pheomelanin

10
9
8
7
6
5
4
3
2
1

Target Level:
7 up to 9
5 up to 6
1 up to 4

Suitable tone directions:
gold
copper
red

Checklist	Why....
1. Evaluate the depth and tone direction of your client's hair	The darker the hair the more red-orange pigments need to be counteracted. Help to choose the correct tone direction of the shade.
2. Choose the right product	Important for neutralisation of upcoming warmth and lifting performance (Lightener or Highlifts)
3. Choose the correct Developer strength	To achieve the desired level of lift
4. Before toning: Evaluate the depth and tone direction of the lifting result	To reach the target level of lift and the perfect neutralisation / toning
5. Processing time	Please always allow the maximum processing time without using heat

Good to know	IGORA ROYAL Highlifts	IGORA VARIO Blond
Use on natural bases	Yes, bases 6 to 8	Yes, all bases
Use on previous coloured hair	No	Yes
Achieved levels of lift	Up to 5	Up to 8
Mixing ratio	1:1 or 1:2	1:2
Processing time	30–45 minutes	Up to 45 minutes

IGORA VIBRANCE

IGORA VIBRANCE is a state-of-the-art moisturising demi-permanent hair colour. Its ability to transform between a liquid or gel formula offers you multiple options to suit every customer.

Bottle application:
Quick and easy services at the backwash, perfect to be used in combination with the Activator Gel 1,9% 6 Vol.

Bowl application:
For precise applications , perfect to be used with the Activator Lotion 1,9% 6 Vol or 4% 13 Vol.

CHROMA ID

CHROMA ID is a semi-permanent mix & tone colour system with integrated bonding. It is designed for subtle to bold shades and offers 100% colour flexibility without any damage to hair.

Refreshing: Intensifies and refreshes faded tones

Neutralising: Adds cool hues to all blonde hair

Go Bold: Enables clients to experiment and discover new colour worlds without commitment

Customise: All shades are intermixable and provide an individual in- salon result and an excellent home maintenance solution for your clients

Colour Service Opportunities and Optimisation

A service is not about individual products, it's about the total look. It should create an experience for the client as well as value for the salon. Premiumise your colour service by including the Schwarzkopf Professional Color Enablers in all the following salon scenarios for an optimal colour result.

			FIRST TIME FULL HEAD	RE-GROWTH AND REFRESH MID-LENGTHS AND ENDS	DUAL APPLICATION	FOILING HIGHLIGHTS OR BALAYAGE	LIFTING COLOUR	LIFTING AND LIGHTENING FOLLOWED BY PASTEL TONING	PRE-PIGMENTATION	COLOUR CORRECTION
STEP 1 — Create the perfect canvas before colouration		**BOND ENFORCING COLOR REMOVER** — Enables the removal of artificial colour build up while maintaining the integrity of the hair.								●
		HAIR PRIMER — Equalises the hair shaft and further strengthens the hair fibre. Helps to neutralise impurities and metal ions and prevents the succeeding colour from inequalities.	●	●	●	●	●	●	●	●
STEP 2 — Protect the hair, scalp and skin during coloration		**FIBREPLEX NO.1** — Enforces inner hair bonds.				●	●	●		●
		SCALP PROTECT — Protects the scalp from irritation during the colour and lightening service without compromising on the colour performance.	●	●	●		●	●	●	●
		SKIN PROTECT — Prevents skin staining or irritation of the skin on the hairline.	●	●	●				●	
STEP 3 — Seal the hair after coloration for the perfect long lasting color result		**STAIN REMOVER** — Removes skin staining after colour treatment.	●	●	●					
		HAIR SEALER — Neutralises, regenerates the hair and smooths the hair fibre after each colour service and locks in colour pigments to prevent fading and shifting. Helps to stop the oxidative process.	●	●	●	●	●	●	●	
		FIBREPLEX NO.2 — Stabilises bonds enforced by Fibreplex No.1 Bond Booster.					●	●		●

Portfolio Igora Royal Core

	Naturals			Cendrés & Cools				Beiges		& Golds		Chocolates				Reds			
	-0	-00	-1	-11/-12/-13	-16/-19	-21/-22	-24/-29/-33	-4	-42	-48 /46	-5/-55	-6	-63	-65	-68	-7/-77	-67/-76	-84/-88	-98/99
	9–0	9–00	9–1				9–24	9–4	9–42	9– 48	9–55					9–7	9–67		9–98
	8–0	8–00	8–1	8–11	8–19	8–21		8–4		8– 46				8–65		8–77		8–84	
	7–0	7–00	7–1			7–21	7–24	7–4	7–42	7– 48	7–55			7–65		7–77	7–76		
	6–0	6–00	6–1	6–12	6–16		6–29	6–4		6– 46		6–6	6–63		6–68	6–77		6–88	6–99
	5–0	5–00	5–1	5–13	5–16	5–21		5–4				5–6		5–65		5–7		5–88	5–99
	4–0						4–33			4– 46		4–6	4–63		4–68			4–88	4–99
	3–0				3–19	3–22								3–65	3–68				
	1–0		1–1																

Portfolio Igora Royal Highlifts. Absolutes, Silver Whites, Fashion Lights

Absolutes						Highlifts & Pastels			Specialities			
-01/-10/-149	-40/-450/-460/-570	-50/-560	-60	-70/-710	-80	10-	12-	9,5-	Silver Whites	Booster	Booster/Neutraliser	Fashion Lights
9–140	9–40	9–50	9–60			10–0	12–0	9,5–1	Sil ver	0–55	0–11	L–00
8–01	9–460	9–560	8–60	7–710		10–1	12–1	9,5–22	Dove Grey	0–77	0–22	L–44
8–140	9–470	8–50	7–60	7–70		10–19	12–19	9,5–31	Grey Lilac	0–88	0–33	L–77
7–140	7–450	7–50	6–60	6–70	6–80	10–21	12–2	9,5–4	Slate Grey	0–89	E–1	L–88
7–10	7–460	7–560	5–60		5–80	10–4	12–21	9,5–49		0–99	Pastelfier	L–89
	7–470	6–50	4–60			10–49	12–49	9,5–29			0–00	
	6–460	5–50										

Be the colorist you want to be.
Sei der Colorist der Du sein willst.
Soyez le Coloriste que vous rêvez
d'être. Sii il colorista che vuoi essere.
Ben de colorist die je wilt zijn. Soyez
le Coloriste que vous rêvez d'être.
Sii il colorista che vuoi essere.
Ole juuri se värjääjä, joka haluat olla.
Να είσαι ο colorist που θέλεις εσύ.
Buďte koloristou, jakým jste si vždy
přáli být. Buďte koloristom, akým ste
si vždy priali byť. Légy a Colorist aki
lenni szeretnél. Bądź kolorystą takim,
jakim chcesz być. Budite kolorist kakav
želite biti. Tapk koloristu, kuriuo svajoji
būti. Esi tāds krāsu eksperts, kāds
vēlies būt. Budite kolorist kakav želite
biti. Tapk koloristu, kuriuo svajoji būti.
Будьте Колористом, яким мрієте бути.
Бъдете Колориста, който желаете.
Будьте Колористом, которым хотите
быть. Sê o colorista que queres ser.
Bądź kolorystą, jakim chcesz być.

IGORA ROYAL.