

HOUSE OF COLOUR



BRAND	TARGET GROUP	KEY BENEFITS	&	KEY SERVICES	APPLICATION
PERMANENT					
IGORA ROYAL - THE REFERENCE BRAND FOR TRUE COLOUR PERFECTION					
	FOR CLIENTS SEEKING: <ul style="list-style-type: none">- Perfect white hair coverage- Reliable colour results & longevity- Even, vibrant and deeply luminous colour	THE REFERENCE COLOUR FOR ALL COLOURISTS PROVIDING FULL CONFIDENCE TO MASTER EVERY PERMANENT COLOUR SERVICE - FROM CLASSIC TO LATEST TRENDS AND INNOVATIVE TECHNIQUES: <ul style="list-style-type: none">- True-to-tuft colour results- Reliable, even and luminous colour result- Innovative fashion shades with up to 70% coverage- Natural shades with 100% coverage- Utmost reliability of colour performance- Ultimate colour retention- Holistic portfolio to perform every colour service	EVERY PERMANENT COLOUR SERVICE POSSIBLE: <ul style="list-style-type: none">- Main colouration services from natural to fashion shades- Lifting with up to 5 levels of lift with HIGHLIGHTS- Colour & lift services with up to 5 levels of lift with FASHION LIGHTS- Fashion tone services with 100% coverage for mature hair with ABSOLUTES- Dual application with IGORA VIBRANCE- Strong performance on all hair types	1:1 IGORA ROYAL CREME: IGORA ROYAL Oil Developer 1:2 IGORA ROYAL HIGHLIGHTS 12-SERIES CREME: IGORA ROYAL Oil Developer DEVELOPER: 3%/10 Vol., 6%/20 Vol., 9%/30 Vol., 12%/40 Vol. 	
PERMANENT					
IGORA COLOR10 - THE PERMANENT COLOUR FOR QUICK RE-TOUCH & COLOURATION SERVICES					
	FOR CLIENTS SEEKING: <ul style="list-style-type: none">- Fast colour or re-touch services- Perfect white hair coverage- Reliable colour results & longevity- Even, vibrant and deeply luminous colour	THE PERMANENT COLOUR FOR QUICK RE-TOUCH AND FAST COLOUR SERVICES WITH FULL COLOUR PERFORMANCE IN ONLY 10 MINUTE DEVELOPMENT TIME: <ul style="list-style-type: none">- Processing time complete in only 10 minutes- Innovative fashion shades with up to 50% white coverage- Natural shades with perfect coverage- Reliable, even and luminous colour result- Ultimate colour retention	QUICK PERMANENT COLOUR SERVICES FOR IN BETWEEN COLOUR SERVICES OR QUICK RE-TOUCHES: <ul style="list-style-type: none">- Quick root re-touch- T-section service/parting colouration- Small colour placements	1:1 IGORA COLOR10 CREME: IGORA ROYAL Oil Developer DEVELOPER: 3%/10 Vol., 6%/20 Vol., 9%/30 Vol., 12%/40 Vol. (only with Speedlift+ shades) 	
PERMANENT					
IGORA ZERO AMM - AMMONIA-FREE COLOUR WITHOUT COMPROMISE ON PERFORMANCE					
	FOR CLIENTS SEEKING: <ul style="list-style-type: none">- Natural-looking colour results free from ammonia- Pleasant colour experience- Perfect white hair coverage	THE PERMANENT COLOUR RANGE FREE FROM AMMONIA & AMMONIA-ODOUR FOR A PLEASANT COLOUR EXPERIENCE: <ul style="list-style-type: none">- Ammonia-free colour without compromise in performance- Free from ammonia-odour- Up to 100% white coverage- Up to 3 levels of lift (10-series)- Natural-looking true-to-tone results	AMMONIA-FREE COLOUR SERVICES WITH UP TO 100% COVERAGE: <ul style="list-style-type: none">- Main colouration services, from natural to selected fashion shades- Colour & lift services- 100% ammonia-free dual application with IGORA VIBRANCE	1:1 IGORA ZERO AMM CREME: IGORA ROYAL Oil Developer 1:2 IGORA ZERO AMM HIGHLIGHTS: IGORA ROYAL Oil Developer DEVELOPER: 3%/10 Vol., 6%/20 Vol., 9%/30 Vol. 	
DEMI-PERMANENT					
IGORA VIBRANCE - THE DEMI-PERMANENT COLOUR FOR LESS COMMITMENT AND MORE FLEXIBILITY					
	FOR CLIENTS SEEKING: <ul style="list-style-type: none">- Care & shine- Gentleness & low damage- Low commitment- Quick service	STATE-OF THE ART DEMI-PERMANENT COLOUR OFFERING ABSOLUTE VERSATILITY AS THE LIQUID FORMULA CAN TURN INTO A GEL OR CREAM: <ul style="list-style-type: none">- Up to 100% more Shine*- Up to 50% white hair blending for natural and fashion shades- Up to 70% white hair blending for natural extra shades- Liquid formula that allows you to choose between gel or creme consistency- Fast mixing and efficient application- Moisture Protecting Complex with AQUAXYL™- Comprehensive portfolio with on-trend fashion colours <small>* vs. uncoloured hair</small>	VERSATILE RANGE OF DEMI-PERMANENT SERVICES: <ul style="list-style-type: none">- Dual application service with IGORA ROYAL- Colour refreshing of mid-lengths & ends- Pastel toning, fashion toning & glossing- Neutralisation and colour correction- Quick backwash services (with bottle application)- Pre-pigmentation	1:1 IGORA VIBRANCE COLOURATION: Activator Lotion or Activator Gel ACTIVATOR LOTION: 1,9%/6 Vol., 4%/13 Vol. ACTIVATOR GEL: 1,9%/6 Vol. 	
LIGHTENING					
IGORA VARIO BLOND - THE FULL-PERFORMANCE LIGHTENING RANGE WITH NO COMPROMISE ON HAIR QUALITY					
	FOR CLIENTS SEEKING: <ul style="list-style-type: none">- Coolest blonde results- No compromise on hair quality- Reliable results	THE FULL-PERFORMANCE LIGHTENING RANGE WITH A POWERFUL LIFTING PERFORMANCE AND INTEGRATED BONDING TECHNOLOGY FOR MINIMISED HAIR BREAKAGE: <ul style="list-style-type: none">- Up to 8 levels of lift with integrated Fibre Bond Technology for minimised hair breakage- Dust free lightening powder- Clearest blonde results thanks to Anti-Yellow Effect	ALL LIGHTENING SERVICES: <ul style="list-style-type: none">- All highlighting techniques, lifting up natural and artificial pigments- Full head lightening service- Global application- COOL LIFT additive for extra cool blondes	1:2 IGORA VARIO BLOND LIGHTENING POWDER OR CREME: IGORA ROYAL Oil Developer DEVELOPER: 3%/10 Vol., 6%/20 Vol., 9%/30 Vol., 12%/40 Vol. FOR ON SCALP APPLICATION: max. 6%/20 Vol. <small>NOTE: IGORA VARIO BLOND COOL LIFT has a variable mixing ratio. Application of heat is not recommended.</small>	
LIGHTENING, PERMANENT & SEMI -PERMANENT					
BLONDME - FULL SERVICE BRAND FOR BESPOKE, ICONIC BLONDE LOOKS					
	FOR CLIENTS SEEKING: <ul style="list-style-type: none">- Blonde perfection delivered by blonde experts- No compromise on hair quality- Cleanest blonde & on-trend tones- Customised care products for all blonde needs	THE BESPOKE BLONDE COLOUR & CARE BRAND WITH INTEGRATED DUAL BOND SYSTEM TO ENSURE BLONDE PERFECTION: <ul style="list-style-type: none">- Colour & care system designed to work together- Premium Lightener 9+: Maximum lift up to 9 levels with minimum damage- Clay Lightener: Specially designed for freehand techniques with up to 7 levels of lift- Precision Lightener: For precise on-scalp services with up to 7 levels of lift- Lift & Blend: Lifting and white blending mature hair- Pastel & Deep Toning: Intermixable toning shades for ultimate creativity- Blonde Lifting: Up to 5 levels of lift for lifting and toning in one step- Bleach & Tone: Lightener additive for lightening & neutralizing in one step	ALL BLONDE SERVICES POSSIBLE: <ul style="list-style-type: none">- Lightening with up to 9 levels of lift or freehand with up to 7 levels- Lifting service with up to 5 levels of lift- Pastel & Deep Toning services, both at the backwash or with brush & bowl for precise application- White Blending service- Dedicated post colouration services to create new bonds (Intense/Lightweight nourishing treatment) and/or neutralise yellow undertones (Cool Toning service)- Care exclusive service to prepare for next colour application (Detoxifying, Intense Refreshing service)	VARIABLE MIXING PREMIUM DEVELOPER: 2%/7 Vol., 6%/ 20 Vol., 9%/ 30 Vol., 12%/ 40 Vol. <small>NOTE: Application of heat is not recommended. Visually monitor development of all Toners for desired colour results.</small>	
PERMANENT					
TBH - TRUE BEAUTIFUL HONEST - "MY HAIR BUT BETTER" COLOUR RESULTS WITH A VEGAN FORMULA*					
	FOR CLIENTS SEEKING: <ul style="list-style-type: none">- "My hair but better" colour results- Natural-looking colour with a vegan formula*- More seamless regrowth for a lower maintenance colour	THE PERMANENT COLOURATION FOR "MY HAIR BUT BETTER" COLOUR RESULTS BY ENHANCING THE HAIR'S NATURAL HIGHS AND LOWS: <ul style="list-style-type: none">- Up to 100% multidimensional coverage- PETA-approved, 100% vegan formula** with up to 93% naturally-derived ingredients**- Up to 50% less ammonia*** and formulated with HEP+ to help reduce the risk of developing allergies****, no PTD/PPD***** <small>* Free from animal-derived ingredients ** Depending on the respective product; calculation includes up to 65% water content respectively *** vs. standard permanent colouration **** Although the risk of developing a new allergy is reduced, there remains a risk of an allergic reaction that can be severe. Always perform an Allergy Alert Test 48h before each colouration. If you have ever experienced a reaction after colouring the hair, you must not colour. Strictly follow the safety instructions and consult www.schwarzkopf-professional.com ***** In case of a known allergy to hair dyes a pre-test with the product at the dermatologist is necessary</small>	DIMENSIONAL COLOUR SERVICES: <ul style="list-style-type: none">- Main colouration services, from natural to selected fashion shades- Pastel Services- Refreshing & Gloss Services (with tbh - true beautiful honest Tone Softener)	1:1 TBH - TRUE BEAUTIFUL HONEST CLASSIC COLOR SERVICES TBH CREME: IGORA ROYAL Oil Developer: 3%/10 Vol., 6%/20 Vol., 9%/30 Vol., 12%/40 Vol. 1:2 TBH - TRUE BEAUTIFUL HONEST PASTEL SERVICES TBH CREME: base 8-, 9- or 10-IGORA VIBRANCE ACTIVATOR Lotion 1,9%/6 Vol. 1:1:1 TBH - TRUE BEAUTIFUL HONEST GLOSSING SERVICES TBH CREME: IGORA VIBRANCE ACTIVATOR Lotion 1,9%/6 Vol.: tbh - true beautiful honest Tone Softener 	
SEMI-PERMANENT					
CHROMA ID - THE LOW COMMITMENT MIX & TONE BONDING COLOUR MASK FOR INFINITE COLOUR FLEXIBILITY					
	FOR CLIENTS SEEKING: <ul style="list-style-type: none">- Quick color refresh in between longer salon services- To get rid of brassy tones with extra care- To explore new hair colours and trends	THE SEMI-PERMANENT MIX & TONE COLOUR MASK FOR 100% COLOUR FLEXIBILITY WITHOUT DAMAGE: <ul style="list-style-type: none">- Express services, with a 10-minute development time- Integrated Fibrebond & Low Salt Technology for intense care and vibrant colour results- 100% customisable with full intermixability within the portfolio- Low commitment, 10-15 washes- Customised at-home refreshment solution- Vegan & Peta Certified Formula, without compromising on the colour results	VERSATILE RANGE OF SEMI-PERMANENT EXPRESS SERVICES WITHOUT COMMITMENT: <ul style="list-style-type: none">- Color Refresh- Color Neutralisation- Color Play	 	
SEMI-PERMANENT					
GOODBYE YELLOW – THE HIGHLY PIGMENTED NEUTRALISING WASH TO COMBAT UNWANTED UNDERTONES					
	FOR CLIENTS SEEKING: <ul style="list-style-type: none">- Cool colour tones- Maintenance of cool tone luminosity in between salon visits	THE NEUTRALISING WASH TO COMBAT UNWANTED UNDERTONES: <ul style="list-style-type: none">- Neutralises yellow undertones- Counteracts cool tone colour fade- Helps to prolong cool tone luminosity in between salon visits- Vegan formula, free from animal derived ingredients	NEUTRALISING SERVICES: <ul style="list-style-type: none">- Soft neutralisation: Dilute with water 1:1 for a bottle application- Strong neutralisation: Apply pure to damp hair- Adds cool tone after lightening	 <small>Leave for up to 5 min</small>	

SCAN TO READ
TECHNICAL
MANUAL



FOR EVERY YOU.