

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

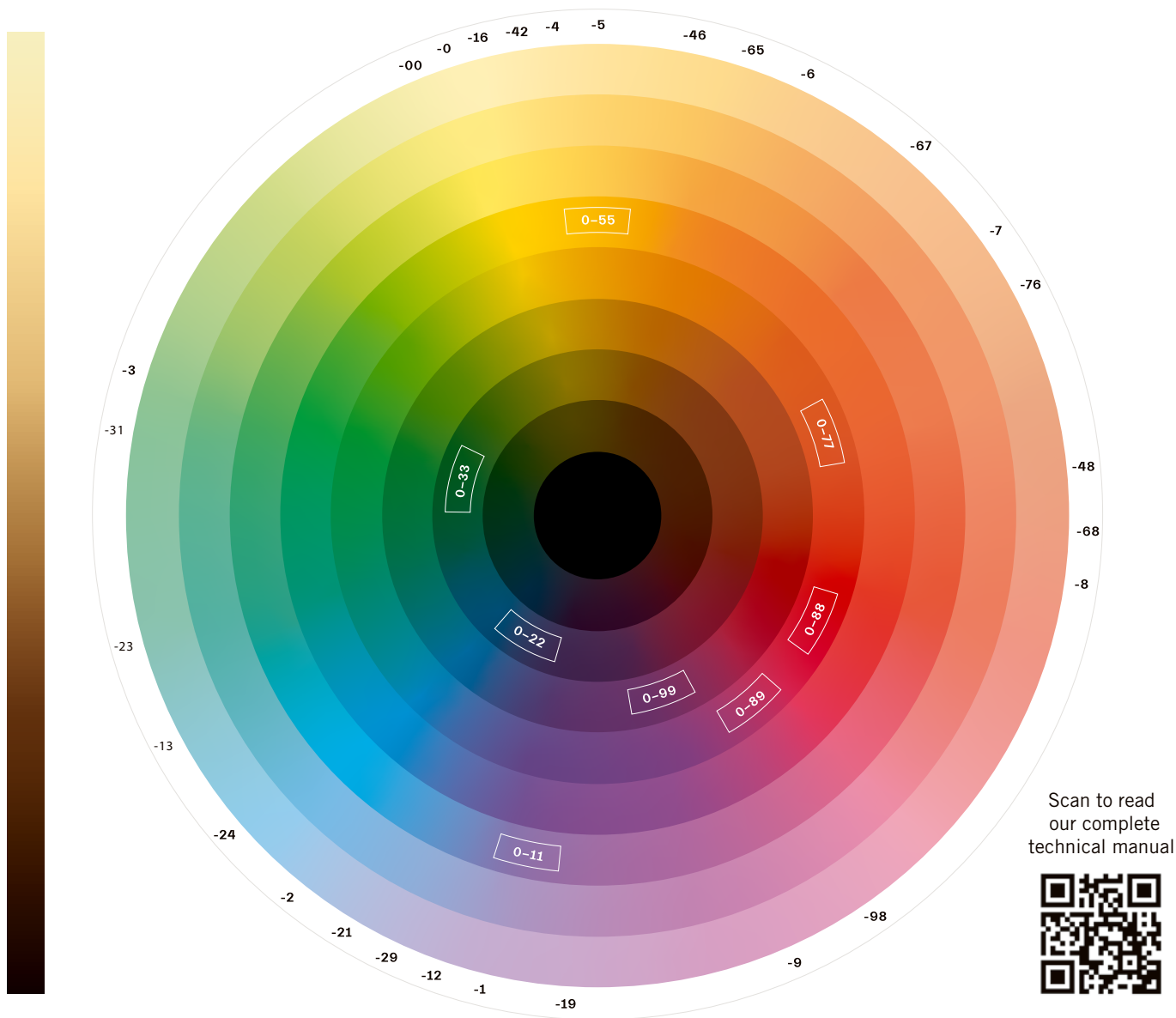
Depth/base shade:

- 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

The Colour Wheel



IGORA ROYAL



WE UPDATED OUR PACKAGING, TO BECOME MORE SUSTAINABLE, KEEPING THE SAME HIGH-PERFORMING, TRUSTED FORMULA INSIDE*



- Tubes made from 100% recycled aluminium
- Boxes made from 92% recycled cardboard
- Caps made from 100% recycled plastic

OUR IMPACT ON THE ENVIRONMENT

WITH OUR SUSTAINABLE PACKAGING WE ARE SAVING 770 TONNES OF VIRGIN MATERIAL PER YEAR*



Tubes

350tonnes

Virgin aluminium
SAVED per year*



≈ 58

Elephants



Folding boxes

340tonnes

Virgin paper
SAVED per year*



≈ 27

London double decker buses



Caps

80tonnes

Virgin plastic
SAVED per year*



≈ 110

VW beetles

* Based on 2019 full year sales quantities

PORTFOLIO
IGORA ROYAL CORE



| | Naturals | | | Cendrés & Cools | | | | Beiges & Golds | | | | | Chocolates | | | | Reds | | | |
|--------------------------|----------|------|-----|-----------------|---------|-------------|-----------------|----------------|------|----------|--------|------|------------|------|------|------|--------|---------|------|--------|
| | -0 | -00 | -1 | -11/-12/-13 | -16/-19 | -21/-22/-23 | -24/-29/-31/-33 | -4 | -42 | -48/ -46 | -5/-55 | -57 | -6 | -63 | -65 | -68 | -7/-77 | -67/-76 | -88 | -98/99 |
| 9- Extra light blonde | 9-0 | 9-00 | 9-1 | 9-11 | 9-19 | | 9-24 | 9-4 | 9-42 | 9-48 | 9-55 | | | | | | 9-7 | 9-67 | | 9-98 |
| 8- Light blonde | 8-0 | 8-00 | 8-1 | 8-11 | 8-19 | 8-21 | | 8-4 | | 8-46 | | | | | 8-65 | | 8-77 | | | |
| 7- Medium blonde | 7-0 | 7-00 | 7-1 | 7-13 | | 7-21 | 7-24 | 7-4 | 7-42 | 7-48 | 7-55 | 7-57 | | | 7-65 | | 7-77 | 7-76 | | |
| 6- Dark blonde | 6-0 | 6-00 | 6-1 | 6-12 | 6-16 | 6-23 | 6-29 | 6-4 | | 6-46 | 6-5 | | 6-6 | 6-63 | 6-65 | 6-68 | 6-77 | | 6-88 | 6-99 |
| 5- Light brown | 5-0 | 5-00 | 5-1 | 5-13 | 5-16 | 5-21 | 6-31 | 5-4 | | | | 5-57 | 5-6 | | 5-65 | | 5-7 | | 5-88 | 5-99 |
| 4- Medium brown | 4-0 | | | | | | 4-33 | | | 4-46 | | | 4-6 | 4-63 | | 4-68 | | | 4-88 | 4-99 |
| 3- Dark brown | 3-0 | | | | | 3-22 | | | | | | | | | 3-65 | 3-68 | | | | |
| 1- Black | 1-0 | | 1-1 | | | | | | | | | | | | | | | | | |

IGORA ROYAL HIGHLIFTS, ABSOLUTES, SILVER WHITES, FASHION LIGHTS

| Absolutes | | | | | | Highlifts & Pastels | | | Specialities | | | |
|--------------|---------------|----------|------|------|------|---------------------|-------|--------|---------------|---------|----------------------|----------------|
| -01/-10/-140 | -40/-450/-460 | -50/-560 | -60 | -70 | -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 | Silver | 0-55 | 0-11 | L-00 |
| 8-01 | 9-460 | 9-560 | 8-60 | | | 10-1 | 12-1 | 9,5-22 | Dove Grey | 0-77 | 0-22 | L-44 |
| 8-140 | | 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 |
| | | 6-50 | 4-60 | | | 10-49 | 12-49 | 9,5-29 | | | 0-00 | |
| | 6-460 | 5-50 | | | | | | | | | | |
| | | | | | | | | | | | | |

IGORA ROYAL OIL DEVELOPER USAGE GUIDE

| | IGORA ROYAL Naturals | IGORA ROYAL Natural Extra | IGORA ROYAL Fashion Tones | IGORA ROYAL Pastels |
|------------------|--|------------------------------|--|------------------------|
| 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. |
| Mixing ratio | 1:1 | 1:1 | 1:1 | 1:1 |
| Development time | 30-45 min | 30-45 min | 30-45 min | 5-30 min |

| | IGORA ROYAL Highlifts 10- | IGORA ROYAL Highlifts 12- | IGORA ROYAL Absolutes | IGORA ROYAL Silver Whites | IGORA ROYAL Fashion Lights |
|------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|-------------------------------|
| Oil Developer | 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 | 1:2 | 1:1 | 1:1 | 1:1 |
| Development time | 30-45 min | 30-45 min | 30-45 min | 20 min | 30-45 min |

| 3% 10 Vol. | 6% 20 Vol. | 9% 30 Vol. | 12% 40 Vol. |
|---|---|---|---|
| - Colouring darker hair - Covering 100% white 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 up to 3 levels with IGORA ROYAL Highlifts (10-) - Lifting up to 3–4 levels with IGORA ROYAL Highlifts (12-) | - Colouring with IGORA ROYAL Fashion Lights - Lifting 3–4 levels with IGORA ROYAL Highlifts (10-) - Lifting 4–5 levels with IGORA ROYAL Highlifts (12-)* *4-5 levels of lift are achievable on natural base 6 and lighter. |