

IGORA numbering system

To keep things simple and create a portfolio that is super effective and easy to use, our numbering system is based on a combination of up to 3 numbers. The number in front of the dash (5-) indicates the depth of the shade and tells you the ideal level of depth to choose in order to achieve true-to-tone results. The numbers after the dash (-21) represent the primary and secondary tone direction. The IGORA ZERO AMM colour wheel provides a clear overview of where each IGORA ZERO AMM shade falls within the spectrum and helps you choose the correct formula for every client. As you learnt, shades directly opposite each other or with the same intensity will cancel each other out.

5 - 21

- 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

10- Ultra blonde
- Tone direction:

- 0 Natural

- 1 Cendré

- 2 Ash

- 3 Matt

- 4 Beige

- 5 Gold

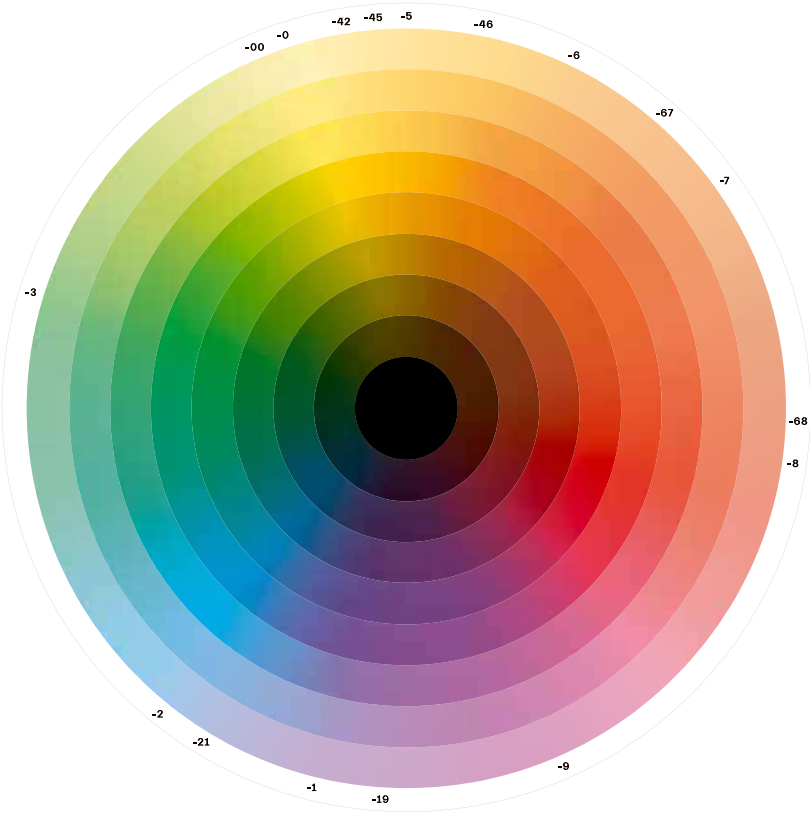
- 6 Chocolate

- 7 Copper

- 8 Red

- 9 Violet

The IGORA ZERO AMM Colour Wheel



Scan to read our complete Technical Manual



IGORA ZERO AMM



IGORA ZERO AMM is a permanent colouration that's free from ammonia and ammonia odour for a pleasant colour experience and natural-looking colour results. Enriched with Phytolipid Technology, the formula offers true-to-tone colour results with up to 100% white hair coverage. All IGORA ZERO AMM formulations are vegan, free from silicones and without added fragrance.

ZERO AMMONIA
ZERO COMPROMISE



Zero compromise with a trusted technology

The formulation with Phytolipid Technology, contains a blend of natural micronised oils and optimised pigment mixes, for equal pigment penetration from root to tips. The micronised oils, consisting of Grape seed oil & Apricot kernel oil, help to improve the colour performance for long-lasting true-to-tone colour results. Infused with Omega 9 unsaturated fatty acids, the oils envelop the hair, supporting the moisture balance inside for optimal care performance.

Instead of ammonia, IGORA ZERO AMM is formulated with an alternative alkalisng agent called monoethanolamine (MEA). MEA provides the same pH value as ammonia while being nearly odourless for a more pleasant colour experience.



Portfolio IGORA ZERO AMM

	Naturals		Cendré / Ash / Matt					Beige		Golds	Chocolates			Reds			Fashion & Cover		Highlifts
	-0	-00	-1	-13	-19	-21/-23	-31	-42	-46	-5/-55	-6	-67	-68	-77	-88	-99	-50	-60	10-
9- Extra light blonde	9-0	9-00	9-1					9-42		9-55							9-50		10-0
8- Light blonde	8-0				8-19				8-46										10-14
7- Medium blonde	7-0	7-00	7-1			7-21		7-42		7-55		7-67		7-77			7-50	7-60	10-19
6- Dark blonde	6-0					6-23	6-31		6-46		6-6		6-68		6-88	6-99			10-2
5- Light brown	5-0	5-00	5-1			5-21				5-5		5-67			5-88			5-60	
4- Medium brown	4-0			4-13							4-6		4-68			4-99			
3- Dark brown	3-0																		
1- Black	1-0																		



	IGORA ZERO AMM Natural	IGORA ZERO AMM Natural Extra	IGORA ZERO AMM Cendré, Ash, Matt	IGORA ZERO AMM Beige
Assortment	-0	-00	-1, -13, -19, -21, -23, -31	-42, -46
Coverage	Up to 100%	Up to 100%	Up to 50%*	Up to 50%*
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. 6% 20 Vol. 9% 30 Vol.
Mixing ratio	1:1	1:1	1:1	1:1
Development time	30-45 mins	30-45 mins	30-45 mins	30-45 mins

	IGORA ZERO AMM Golds	IGORA ZERO AMM Chocolates	IGORA ZERO AMM Reds	IGORA ZERO AMM Fashion & Cover	IGORA ZERO AMM Highlifts
Assortment	-55, -5	-6, -67, -68	-77, -88, -99	-50, -60	-0, -14, -19, -2
Coverage	Up to 50%*	Up to 50%*	Up to 50%*	Up to 100%	-
Oil Developer	3% 10 Vol. 6% 20 Vol. 9% 30 Vol.	3% 10 Vol. 6% 20 Vol. 9% 30 Vol.	3% 10 Vol. 6% 20 Vol. 9% 30 Vol.	3% 10 Vol. 6% 20 Vol. 9% 30 Vol.	9% 30 Vol.
Mixing ratio	1:1	1:1	1:1	1:1	1:2
Development time	30-45 mins	30-45 mins	30-45 mins	30-45 mins	30-45 mins

* Up to 100% when mixed with IGORA ZERO AMM Natural shade (2:1)