




Schwarzkopf
PROFESSIONAL

SERVICE MANUAL

C H R O M A
D

Together. A passion for hair.

EXPRESS YOUR CLIENTS' COLOUR IDENTITY

New Chroma ID semi-permanent mix and tone colour system with integrated bonding. From subtle to bold shades – 100% colour flexibility without damage.

1. COLOUR AND CARE IN 1 STEP

Combining high performing colour with intense care: the treatment based colour allows for simple, quick and perfectly even colour distribution while the integrated bonding technology deeply conditions the hair from within. Achieve a full colour service in just 5–20 minutes!

2. 100% COLOUR FLEXIBILITY

The customisable mix and tone system provides infinite mixing opportunities. Whether bold and creative, commercial colour refreshment, pastel or neutralisation services, the opportunities are endless!

3. DIRECT USAGE

All shades can be applied directly: no pre-mixing necessary! The versatile portfolio will allow you to perform most colour services without any pre-mixing – for minimum time investment and maximum efficiency!

4. IGORA TONE DIRECTION MATCH

IGORA ROYAL and VIBRANCE tone direction match: all Bonding Color Masks (apart from the 6 intense Bonding Color Masks) are in line with the IGORA ROYAL and VIBRANCE equivalents, allowing ideal colour refreshment services in between demi- and permanent colourations.

5. LONGEVITY

5–15 washes.

6. TECHNOLOGY

The low salt technology leads to maximum pigment availability in the hair for enhanced colour results while the integrated bonding technology enforces structural bonds in the hair shaft for increased hair strength.



Bonding Technology



Low Salt Technology

WE ARE WHO WE ARE



INTENSE BONDING COLOR MASKS

ASSORTMENT

Yellow | Orange | Red | Pink | Purple | Blue

WHAT

Intense shades for bold and expressive colours, customisation of Bonding Color Masks or creation of pastel tones when intermixed with Clear Bonding Mask.

HOW

Use purely for bold colours, mix with Bonding Color Masks for shade customisation or refinement and dilute with Clear Bonding Mask for all pastel gradings. Always apply colours evenly on pre-washed and towel dried hair.

DEVELOPMENT TIME

Up to 20 minutes for most intense colour results. Keep visual control.

LONGEVITY

Depending on shade selection, development time and hair structure, colour lasts up to 15 washes.



BONDING COLOR MASKS

ASSORTMENT

9,5-1 | 9,5-19 | 9,5-4 | 8-19 | 8-46 | 7-65
7-77 | 6-12 | 6-46 | 6-88 | 5-1 | 4-6 | 3-19

WHAT

Use for low commitment colour services, to refresh dull mid-lengths and ends, to increase longevity of IGORA ROYAL and IGORA VIBRANCE colours, to recover vibrancy and to keep optimal hair condition.

HOW

Apply the desired Bonding Color Mask evenly on pre-washed and towel dried hair.

DEVELOPMENT TIME

Up to 10 minutes. Keep visual control.

LONGEVITY

Depending on shade selection, development time and hair structure, colour lasts up to 12 washes.



CLEAR BONDING MASK

WHAT

To reduce intensity of Bonding Color Masks or to create pastel tones.

HOW

Intermix the selected Bonding Color Mask with the Clear Bonding Mask and apply the mixture evenly on pre-washed and towel dried hair.

DEVELOPMENT TIME

Up to 10 minutes. Keep visual control.

LONGEVITY

Depending on shade selection, development time and hair structure, colour lasts up to 12 washes.



AT HOME BONDING COLOR MASKS

ASSORTMENT

Ice | Beige | Copper | Granite | Ruby | Clear

WHAT

Low commitment Bonding Color Masks for at home colour refresh and pastel services:

Ice: for anti-yellow effects on light blonde, silver or white bases

Beige: for beige effects on light blonde bases

Copper: for copper tones and refreshments on medium blonde bases

Granite: for anti-orange effects on dark blonde bases and cool tone directions

Ruby: for red tones and refreshments on dark blonde bases

Clear: as a base for all pastel colours (to be intermixed with any of the Chroma ID intense Bonding Color Masks)

HOW

Apply the mixture evenly on pre-washed and towel dried hair.

DEVELOPMENT TIME

3-15 minutes. Keep visual control.

LONGEVITY

Depending on shade selection, development time and hair structure, colour lasts 5-12 washes.



**NO LIMITS
IS OUR
STATEMENT**



WE ARE SUBTLE AND LOUD



NEUTRALISATION SERVICES

- Use any of the cool Bonding Color Masks (9,5-1, 9,5-19, 8-19, 6-12, 5-1) or intermix 1-5g of any of the cool, intense Bonding Color Masks (Pink, Purple or Blue) with 50g of any of the cool Bonding Color Masks.
- Apply the mixture evenly on pre-washed and towel dried hair.
- Leave in to develop for 5-10 minutes. Keep visual control.
- Rinse well until water runs clear.



PASTEL SERVICES

- Use 1-15g of any intense Bonding Color Mask and 50g of the Clear Bonding Mask.
- Apply the mixture evenly on pre-washed, towel dried and pre-lightened hair.
- Leave in to develop for 5-10 minutes. Keep visual control.
- Rinse well until water runs clear.



COLOUR REFRESH SERVICES

- Use 45-75g of any Bonding Color Mask for full-head application.
- Apply selected Bonding Color Mask evenly on pre-washed and towel dried hair.
- Leave in to develop for up to 10 minutes. Keep visual control.
- Rinse well until water runs clear.



BOLD COLOUR SERVICES

- Use 45-75g of any intense Bonding Color Mask for full-head application.
- Apply the product evenly on pre-washed, towel dried and pre-lightened hair.
- Leave in to develop for up to 20 minutes. Keep visual control.
- Rinse well until water runs clear.

WE HAVE MORE SERVICES FOR YOU

PRE-PIGMENTATION

7-77: level of target base 5-6
6-88: level of target base 1-4

COLOUR CORRECTION

Chroma ID can be used for easy and quick colour correction services such as neutralisation, pre-pigmentation or tone adaptations.

APPLICATION TECHNIQUES

DUAL APPLICATION

For the refreshment of lengths and ends after an IGORA ROYAL or VIBRANCE root retouch.

FREE-HAND PLACEMENTS

For more multi-tonal colour results.

FULL-HEAD APPLICATION

Perfect for any colour service whether neutralisation, bold and pastel colours or colour refresh services. Recommended for any hair base whether virgin or already coloured.

WHAT'S YOUR COLOUR ID?

BONDING COLOR MASKS

	9,5-1	9,5-19	9,5-4	8-19	8-46	7-65	7-77	6-12	6-46	6-88	5-1	4-6	3-19
ABOVE	•••	•••	•••										
	••	••	••										
9	•	•	•	•••	•••								
8				••	••	•••	•••						
7				•	•	••	••	•••	•••	•••			
6						•	•	••	••	••	•••		
5								•	•	•	••	•••	
4											•	••	•••
3												•	••
1													•

INTENSE BONDING COLOR MASKS

	YELLOW	ORANGE	RED	PINK	PURPLE	BLUE
ABOVE	•••	•••	•••	•••		
	••	••	••	••		
9	•	•	•	•	•••	•••
8					••	••
7					•	•
6						
5						
4						
3						
1						

For most bold colour results please apply on base 9 or pre-lightened hair. In general, intense Bonding Color Masks can be applied on all bases but colour results will be diluted: the darker the base, the lesser the colour intensity.

Colour Results:
• Subtle •• Ideal ••• Intense



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ARCTIC PIONEER

Neutralisation service for cool
colour results after a lightening
process.



COLOUR
9.5-1 + Clear (2:1)

STEP 1 ▶
Apply colour to the
roots, starting at the
back. Continue to work
colour into midlengths
and ends.

STEP 3 ▼
Continue application to
mid-lengths and ends.



BEFORE



1



2

▶ **STEP 2**
Apply colour to
the roots of upper
sections.



4

▶ **STEP 4**
Make sure product is
distributed evenly - use
your hands to work it in.



3



5

STEP 5 ▶
Leave to develop for up to
10 minutes. Rinse out until
water runs clear and blow dry.


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PASTEL WARRIOR

Pastel service for cool, smokey pastel looks with high-impact dimensions.



COLOUR 1

Blue + 9,5-19 + Clear (1:10:10)

COLOUR 2

Blue + 9,5-19 + Clear (1:20:20)

COLOUR 3

Yellow + Pink + Clear (2:1:20)

COLOUR 4

9,5-1 + Pink + Clear (10:1:10)

STEP 1 ▶
Divide hair into 4 sections
by taking a cross parting.

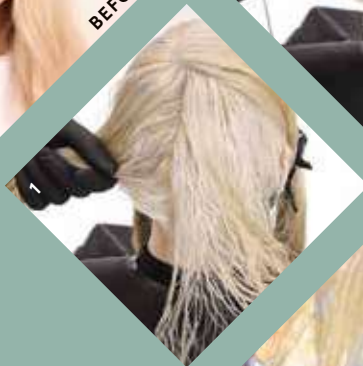
STEP 3 ▶
Continue application on
mid-lengths and ends.

STEP 4 ▶
Apply COLOUR 2, 3 and 4 at
the front on diagonal sections
in a creative pattern. Use foils
to prevent blotting.

STEP 5 ▶
Leave to develop for up to
10 minutes. Rinse out until
water runs clear and blow dry.



BEFORE

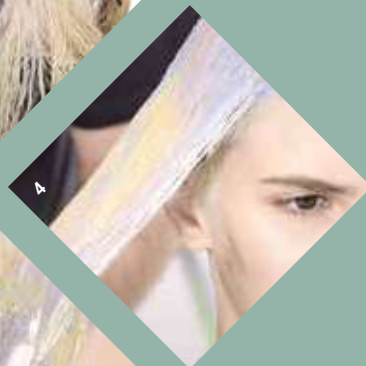


1



2

STEP 2 ▶
Starting in the back,
take fine sections
and apply COLOUR 1
to the roots on both
sides.



4



3



4



5



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EDGY NATURALIST

Colour refresh service for a natural look with a twist: powdery clay base meets cool, pastel roots.



COLOUR 1
6-12 + 9.5-1 (3:80)

COLOUR 2
7-77 + 9.5-4 (1:5)

COLOUR 3
8-46 + Clear (2:25)

STEP 1 ▲
Apply COLOUR 1 to the roots.



STEP 2 ▲
Alternate between COLOUR 2 and 3 when applying to lengths and ends. Work through the whole head.

STEP 3 ▲
Leave to develop for up to 10 minutes. Rinse out until water runs clear and blow dry.



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GINGER EXPLORER

Colour refinement service for a warm copper look with yellow and gold undertones.



COLOUR

Yellow + Pink + 9.5-4 (80:15:80)

STEP 1 ▶
Apply colour to the roots.

STEP 3 ▼
Apply colour to mid-lengths and ends.

STEP 5 ▶
Leave to develop for up to 10 minutes. Rinse out until water runs clear and blow dry.

STEP 4 ▶
Work colour in evenly, using hands.

STEP 2 ▶
Work through the entire head with root application.



BEFORE



1



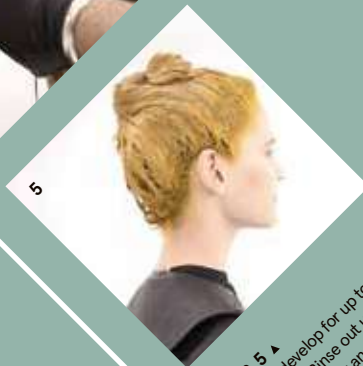
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2



4



5



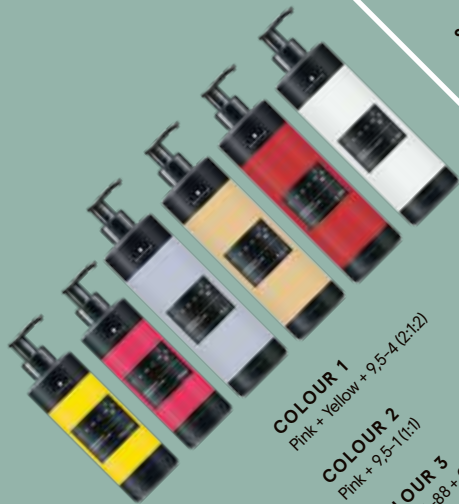
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BOLD EXPRESSIONIST

Bold colour service for a vibrant, multi-dimensional pink with orange undertones.



COLOUR 1
Pink + Yellow + 9.5-4 (2:12)

COLOUR 2
Pink + 9.5-1 (1:1)

COLOUR 3
Pink + 6-88 + Clear (4:15)

STEP 1 ▶
Start at the back, alternating
between COLOURS 1, 2 and 3.

STEP 3 ▶
Apply only COLOUR 1 to side panels.

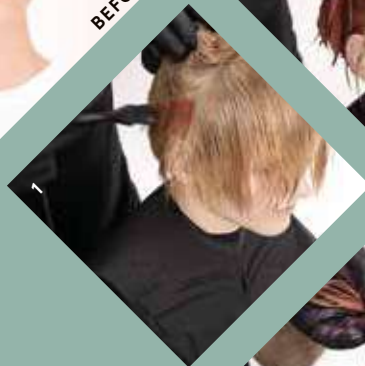
STEP 2 ▶
Work your way up in
diagonal sections.

STEP 4 ▶
Alternate COLOURS 2 and 3
at the top section, taking
diagonal slices.

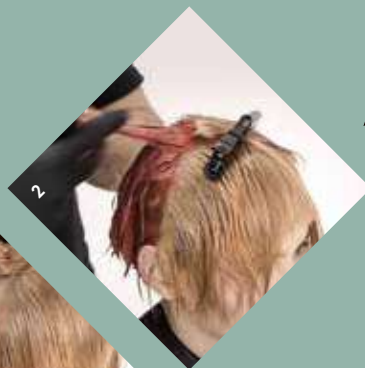
STEP 5 ▶
Leave to develop for up to
10 minutes. Rinse out until
water runs clear and blow dry.



BEFORE



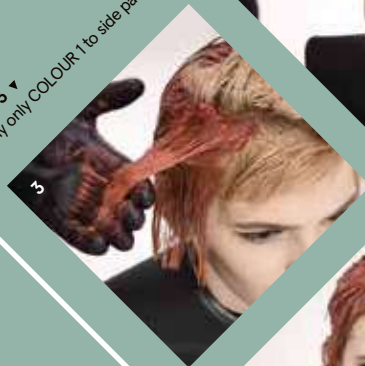
1



2



4



3



5



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ROSÉ HUNTRESS

A toning service for beautiful
retro rosé hues.



COLOUR 1

Pink + 9,5-19 + 9,5-4 (5:40:80)

COLOUR 2

Pink + 9,5-19 + 9,5-4 (5:15:15)

STEP 1 ▶
Apply COLOUR 1 to the roots.
Work through the whole head.

STEP 2 ▼
Apply COLOUR 2 to lengths
and ends.

STEP 3 ▶
Distribute colour evenly,
using hands.

STEP 4 ▶
Leave to develop for up to
10 minutes. Rinse out until
water runs clear and blow dry.



BEFORE



1



2



3



4




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2TONE ARTIST

Two tone, bold colour service for a cool and edgy colour statement without brassiness.



COLOUR 1

IGORA Vibrance 5-00 + 5-21 (1:1)
IGORA VIBRANCE 1.9% / 6 Vol.
Activator Lotion

COLOUR 2

Blue + Yellow (2:1)

COLOUR 3

Blue + Yellow (3:1)

STEP 1 ▶
Apply COLOUR 1 to the roots.



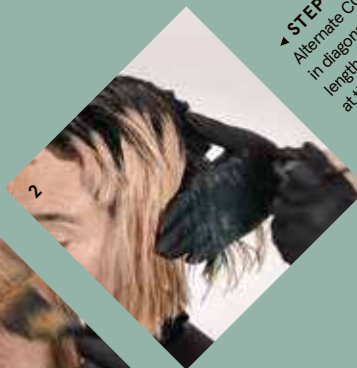
BEFORE

STEP 3 ▶
Continue with COLOURS 2 and 3 at the back of the head taking diagonal sections.



3

STEP 2 ▶
Alternate COLOURS 2 and 3, in diagonal sections on mid-lengths and ends, starting at the side. Replicate colour application on the other side. Include random sections of the fringe.



2

STEP 4 ▶
Apply COLOUR 1 to the tips and the remaining parts of the fringe.



4

STEP 5 ▶
Leave to develop for up to 10 minutes. Rinse out until water runs clear and blow dry.



5




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COLOURFUL REVOLUTIONIST

Colour placement service for multi-dimensional, bold colour effects, blending in effortlessly with natural hair base.



COLOUR 1
Yellow + Pink (40:1)

COLOUR 2
Blue + Clear (50:1)

COLOUR 3
Blue + Clear + Purple (6:6:1)

COLOUR 4
Pink + Clear (3:1)

COLOUR 5
Blue + Yellow + Clear (22:3)

STEP 1 ▶
Take a cross parting to divide hair into 4 sections.

STEP 3 ▶
Apply either one or two colours per strand and use foils to prevent blotting.

STEP 4 ▶
Leave to develop for up to 10 minutes. Rinse out until water runs clear and blow dry.



BEFORE

1



2



▶ **PREPARATION**
Create a pattern of pre-lightened areas to intensify colour effects.

▶ **STEP 2**
Sub-divide the pre-lightened sections into fine full slices. Apply COLOURS 1-5 in a patch-work fashion.

4



3





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REFRESHED ORIGINAL

Colour refresh service for rich and warm chocolate hues.



COLOUR
8-46 + 6-46 (1:2)

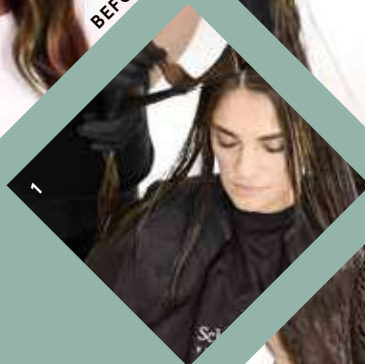
STEP 1 ▶
Apply colour to the roots.

STEP 3 ▼
Distribute colour evenly,
using hands.

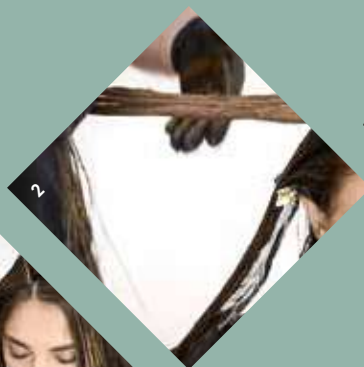
STEP 4 ▶
Leave to develop for up to
10 minutes. Rinse out until
water runs clear and blow dry.



BEFORE



1



2



3



4

STEP 2 ▶
Apply the same colour to
mid-lengths and ends.




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