

# CHROMA ID OTC MIXES

Increase your potential of OTC sales by offering exclusively customized shades to your customers for home maintenance.



## 4 SIMPLE STEPS TO CUSTOMIZE YOUR CHROMA ID OTC SHADES

### STEP 1

Mix the recommended recipe with your CHROMA ID in-salon products. Use the exact indicated mixing ratio. The filling quantity should add to at least 250g as claimed on the packaging.

### STEP 2

Stick the matching, ready-at-hand INCI label of the chosen shade onto the jar lid. Close the lid properly.

### STEP 3

Write the production batch codes of the used in-salon shade(s) onto the predefined empty space of the jar (see fig. 1). Use a permanent marker. The production batch code is printed onto the back of your in-salon shades (see fig. 2).

### STEP 4

Excite your customer with exclusively customized CHROMA ID shades.



Figure 1 Predefined empty space for batch code



Figure 2 Batch code of in-salon shade

## EASY TO USE

You receive empty jars which can be filled with your CHROMA ID in-salon products based on 30 predefined mix recipes.

## CUSTOMIZED PACKAGING

### EMPTY CHROMA ID JAR

Logo, warnings & application instructions printed on the jar



Empty jar

### INCI LABEL FOR LID

available for 30 predefined mix recipes



INCI label for lid

C H R O M A  
I  
D

*Together. A passion for hair.*

# SHADE PORTFOLIO OVERVIEW

Increase your OTC shade portfolio by 80% without increasing portfolio complexity. 18 new refreshment shades as well as 12 pastel & bold shades can be easily mixed by using our current in-salon products.

Tip: For color refreshment of the mid-lengths and ends after an IGORA ROYAL root retouch you can use the respective refreshment tones.

	CENDRÉ			BEIGE				GOLD	CHOCOLATE			COPPER		RED			PASTELS	BOLDS	
	-1	-12	-19	-4	-42	-46	-49	-5	-6	-65	-68	-7	-77	-88	-98	-99			
9,5	9,5-1		9,5-19				Sandy Rosé 9,5-49 9,5-19 + 9,5-4 (3:1)								Vibrant Berry 9,5-98 9,5-1 + 6-88 + 8-19 (5:1:5)		Toasted Yellow 9,5-1 + YELLOW + ORANGE (20:2:1)	Yellow	
9	Muted Taupe 9-1 9,5-1 + 6-12 (30:1)		8-19		Cool Sand 9-42 9,5-4 + 8-19 + 6-12 (10:10:0,5)	Pale Almond 9-46 8-46 + CLEAR (10:5)											Powdery Salmon 8-19 + 6-88 + ORANGE + CLEAR (5:1:1:10)	Orange	
8	Smoky Taupe 8-1 9,5-1 + 6-12 (20:1)					8-46				Sanded Maple 8-65 7-65 + CLEAR (2:1)			Vivid Ginger 8-77 7-77 + CLEAR (2:1)				Velvet Apricot 9,5-1 + 7-77 (10:1)	Coral 6-88 + PINK + CLEAR (1:1:10)	
7	Frosted Oak 7-1 9,5-1 + 6-12 (10:1)			Cappuccino 7-4 7-65 + 8-19 (1:1)		Oak Caramel 7-46 8-46 + 6-46 (1:1)		Golden Walnut 7-5 7-65 + YELLOW + PURPLE (10:5:0,5)		7-65				7-77				Rosé PINK + 8-19 + CLEAR (1:3:10)	Red
6		6-12				6-46			Pure Cocoa 6-6 7-77 + 6-12 (10:2)				Deep Amber 6-77 7-77 + 6-46 (3:1)	6-88	Velvet Violet 6-99 6-12 + PURPLE (1:1)		Soft Lilac Beige 9,5-1 + PINK (10:1)	Vibrant Pink PINK + 6-88 + CLEAR (4:1:5)	
5	5-1								Warm Mocha 5-6 4-6 + CLEAR (10:5)		Warm Chesnut 5-68 4-6 + 6-88 (3:1)			Deep Ruby 5-88 6-88 + 4-6 (2:1)			Blushed Plum CLEAR + RED + PURPLE (30:3:1)	Dusty Malve PURPLE + 6-88 + CLEAR (1:1:10)	
4									4-6								Soft Lavender CLEAR + RED + PURPLE (50:1:3)	Purple	
3			3-19														Soft Iced Blue CLEAR + 6-12 + PURPLE (30:1:1)	Blue	
																		Emerald Blue 9,5-1 + 6-12 + YELLOW + CLEAR (10:10:5:10)	