

#MOREVIBRANCE

TECHNICAL MANUAL




Schwarzkopf
PROFESSIONAL

Together. A passion for hair.

NEW IGORA VIBRANCE

OUR STATE OF THE ART MOISTURISING DEMI-PERMANENT HAIRCOLOUR, WITH A LIQUID FORMULA THAT CAN TURN INTO A GEL OR CREAM FOR MORE SERVICE OPTIONS.

MORE PERFORMANCE

Up to 100% more Insta Shine* PLUS hair protection with a new Moisture Protecting complex

MORE CONVENIENCE

The new liquid formula with 1:1 mixing ratio allows for an easier formulation, faster mixing and more efficient application**

MORE VERSATILITY

The liquid demi that allows you to choose either a Gel or a Cream consistency. Experience the ease of use of a Gel, or the preciseness which only a Cream can offer

MORE CHOICE

Offer your clients the full range of demi services (Tone-on-tone, Pastel Toning, Fashion Toning, Neutralisation / Colour Correction, Colour Refreshing, Clear Glossing) with over 65 shades that harmoniously match IGORA Royal



DISCOVER HOW IGORA VIBRANCE CAN DO MORE FOR YOUR BUSINESS.



NEW MOISTURE PROTECTING COMPLEX WITH AQUAXYL™



1. The formula with **AQUAXYL™** stabilises the inner moisture level of the hair through a combination of sugar molecules and vitamins.



2. It controls the moisture level within the hair during the development process and stabilises the inner structure of the hair.



3. This "Anti-dehydration shield" together with using up to 40% less alkalisng agents (MEA)*** creates a clean canvas for an even colour result and protects against hair breakage.



4. The alcohol-free formula enriched with Vitamin B3 and B5 shields and evens the hair surface for vibrant shine.

*** MEA= Monoethanolamine

THE IGORA COLOUR NUMBERING SYSTEM

Colour Depth	Tone Direction
	-0 natural (neutral)
1 – black	-1 cendré (blue/violet)
	-2 ash (blue)
3 – dark brown	-3 matte (green)
4 – medium brown	-4 beige (muted gold)
5 – light brown	-5 gold (gold)
6 – dark blonde	-6 chocolate (warm brown)
7 – medium blonde	-7 copper (orange)
8 – light blonde	-8 red (red)
9 – extra light blonde	-9 violet (violet)

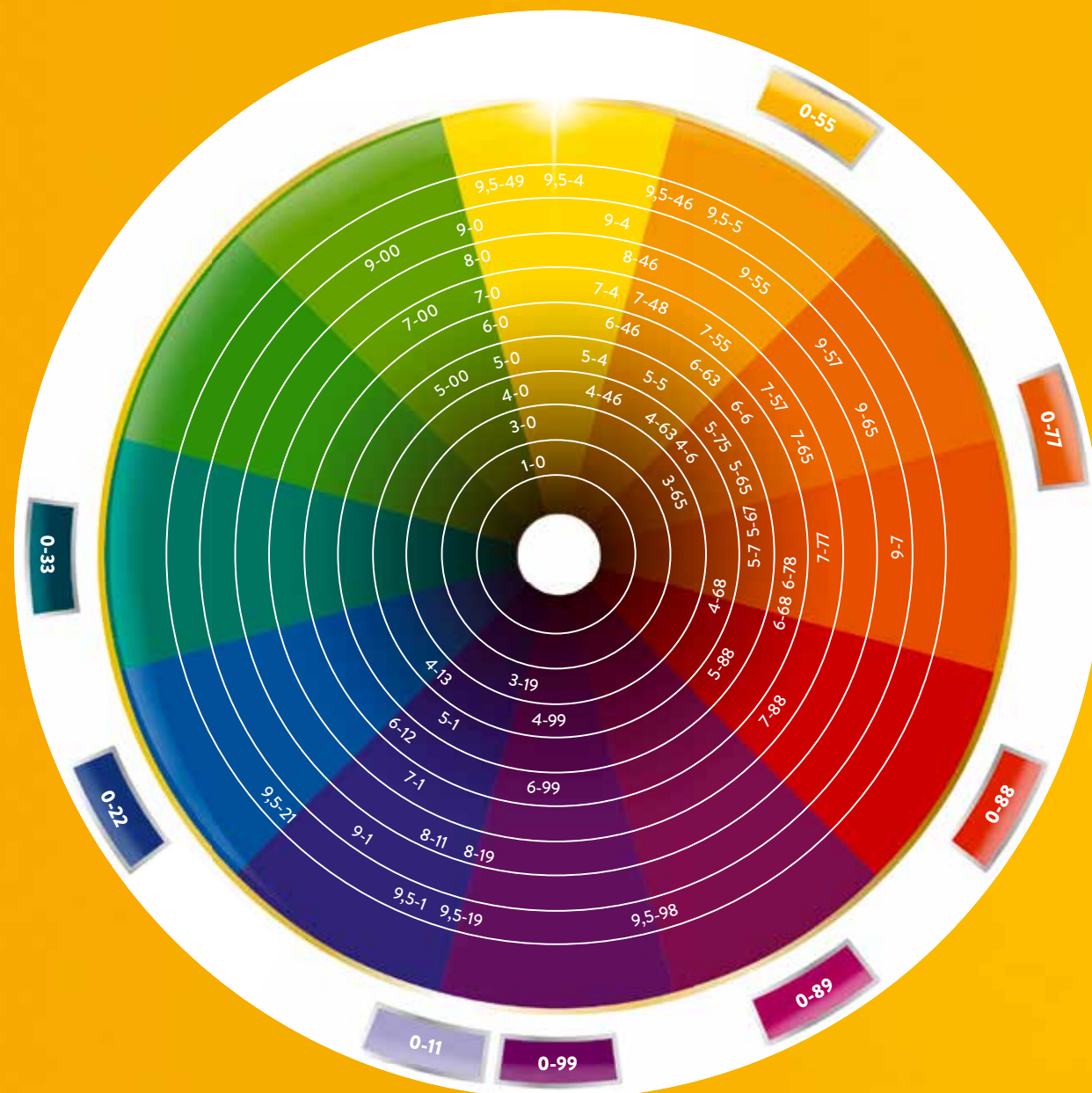
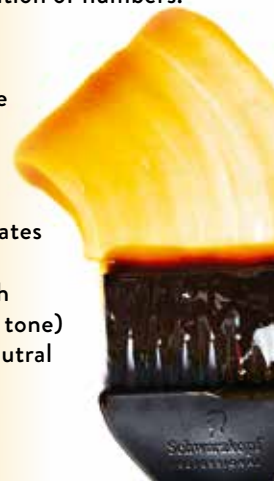
The system is based on a combination of numbers.

The number in front of the dash (7-57):









Indicates the ideal depth and base for the shade.

**The number(s)
after the dash (7-**57**):**

First number after the dash indicates the primary tone direction.
The second number after the dash shows the secondary tone (minor tone) or the number zero indicates a neutral tone to achieve additional white blending.



PORTFOLIO OVERVIEW

Naturals					Golds					Chocolates					Reds					Pastels		Boosters	
 9-0	 9-00	 9-1			 9-4			 9-55	 9-57			 9-65			 9-7				 9,5-1	 0-11	 0-00		
 8-0			 8-11	 8-19		 8-46													 9,5-19	 0-22			
 7-0	 7-00	 7-1			 7-4		 7-48	 7-55	 7-57			 7-65			 7-77		 7-88		 9,5-21	 0-33			
 6-0			 6-12			 6-46				 6-6	 6-63			 6-68		 6-78		 6-99	 9,5-4	 0-55			
 5-0	 5-00	 5-1			 5-4			 5-5	 5-57			 5-65	 5-67		 5-7		 5-88		 9,5-46	 0-77			
 4-0			 4-13			 4-46				 4-6	 4-63			 4-68				 4-99	 9,5-49	 0-88			
 3-0												 3-65							 9,5-5	 0-89			
 1-0				 3-19															 9,5-98	 0-99			

- IGORA ROYAL
- IGORA COLOR10

	Naturals: -0, -1, -4	Naturals Extra: -00	Fashion Shades: -5, -6, -7, -8, -9	Pastels: 9,5-	Boosters and Neutralisers: 0-	Clear: 0-00
What it is	Neutral to cool tones with up to 50% white hair blending	Intensely pigmented natural shades for up to 70% white hair blending	Rich and intense colours with vibrant tonal directions	Pastel tones to create vivid pastels or pastel toning on level 9 & lighter	Neutralisers: Provide cool tonal directions Boosters: Boost fashion tone directions on all bases	Pure Gloss: Intensify natural colour and condition Diluter: Reduces pigment concentration in highly pigmented shades
Service Opportunities	Dual System Application, Tone-on-tone, Neutralisation	For virgin and re-growth application	Dual System Application, Tone-on-tone, Fashion Toning	Pastel Toning, Neutralisation / Correcting	Fashion Toning, Pastel Toning, Pre-Pigmentation	Clear Glossing and Diluting
White Blending	Up to 50%	Up to 70%	Up to 50%	/	/	/
Longevity	Up to 25 shampoos	Up to 25 shampoos	Up to 25 shampoos	Up to 12 shampoos	Up to 12 shampoos	/



DETERMINING THE RIGHT SHADE

All shades are shown on the **ideal base for the shade**, indicated by the number in front of the dash, to deliver a true to swatch result:

- Identify natural base hair colour, colour depth, and texture to choose the right **IGORA VIBRANCE Activator**
- Identify the white hair percentage on the re-growth to choose the right mixing ratio between **Natural** and **Fashion** shade
- Identify the colour on the mid-lengths and ends (depth and tone direction) to choose the desired tone

IGORA VIBRANCE shades may appear darker during the development time. The shade depth is in line with the indicated number on the shade.

EXPERT TIP

CHOOSING THE RIGHT CONSISTENCY

The **NEW IGORA VIBRANCE Activator System** allows you to choose between a Gel or soft Cream consistency.

- The **IGORA VIBRANCE Activator Gel 1,9% / 6 Vol.** contains a gel-ifying agent which creates a unique Gel consistency ideal for bottle applications like quick services at the basin.



- The **IGORA VIBRANCE Activator Lotion 4% / 13 Vol.** contains a special thickening agent, which transforms the liquid colour into a cream consistency enabling precise, easy and fast application.



IGORA VIBRANCE is now formulated with an easy 1:1 mixing ratio on all shades.

ACTIVATOR STRENGTH AND MIXING

Mixing Ratio	Activator strength	Levels of lift	Usage	Development Time
Mix 1:1	1,9% / 6 Vol.	None	<ul style="list-style-type: none"> • Dual System Application: Refreshing mid – lengths and ends* • Pastel toning & Neutralisation • Tone-on-tone services • Colouring darker • White hair blending up to 30% 	5-20 min
	4% / 13 Vol.	Soft brightening (up to 1 level on light bases)	<ul style="list-style-type: none"> • Dual System Application: Refreshing mid – lengths and ends • Maximum vibrancy with fashion shades • White blending up to 70% with Natural Extra Shades 	

*Explanation of DUAL SYSTEM APPLICATION on next page

GUIDELINES WHITE HAIR BLENDING

% of white hair	Shade Selection	Activator Strength	Development Time
0-30%	Natural and Fashion Shades (both can be used alone)	1,9% / 6 Vol.	20 min
30-50%	Natural and Fashion Shades (both can be used alone)	4% / 13 Vol.	
50-70%	Mix Natural Extra Shade with Fashion Shade (re-growth application only)	4% / 13 Vol.	
70-100%	Use IGORA ROYAL (permanent hair colour from Schwarzkopf Professional)		30-45 min

GUIDELINES FOR CLEAR GLOSSING AND DILUTION

IGORA VIBRANCE CLEAR 0-00 is a non-pigmented formulation and can be used as a stand-alone gloss service, after a colour service or to dilute IGORA VIBRANCE shades to reduce depth, intensity and to create pastel tones.

USAGE INSTRUCTIONS:

Gloss Service/After Colour Service:

- To give the hair an extra boost of shine, apply product generously from re-growth to ends (without Activator)
- Leave for 5 – 20 min. depending on hair condition and rinse off thoroughly

Diluter:

- Add the desired amount of Clear 0-00 to the chosen IGORA VIBRANCE shade
- Increase the amount of Activator accordingly, always maintaining a 1:1 mixing ratio with the shade and Activator ratio with the shade and Activator
- View mixing table below for more details

To be used:

- stand alone gloss service
- after a root colouration to additionally refresh dull mid-lengths and ends
- to dilute IGORA VIBRANCE shades to reduce depth and intensity
- to create pastel tone directions

Dilution	1, 3, 4, 5	6, 7, 8, 9	Recommended mixing ratio (always respect the 1:1 mixing ratio with IGORA VIBRANCE Activator)
Full intensity			• 60g of IGORA VIBRANCE shade
Moderate dilution			• 45g of IGORA VIBRANCE shade • 15g of IGORA VIBRANCE Clear 0-00
Soft dilution			• 30g of IGORA VIBRANCE shade • 30g of IGORA VIBRANCE Clear 0-00

Ideal for warm Fashion Shades. DILUTING A SHADE will reduce its white blending.

EXPERT TIP

GUIDELINES FOR MIXING BOOSTERS

	Tonal Depth	1, 3, 4, 5	6 & 7	8 & 9
Neutralising Boosters: 0-11, 0-22, 0-33 Neutralising additive to provide cool tonal directions to be added to IGORA VIBRANCE shades	Soft Results	Add up to 15% of the Booster 10g per 60g of IGORA VIBRANCE	Add up to 5% of the Booster 3g per 60g of IGORA VIBRANCE	Add up to 2,5% of the Booster 1,5g per 60g of IGORA VIBRANCE
	Intense Results	Add up to 25% of the Booster 15g per 60g of IGORA VIBRANCE	Add up to 10% of the Booster 6g per 60g of IGORA VIBRANCE	Add up to 5% of the Booster 3g per 60g of IGORA VIBRANCE
Fashion Boosters: 0-55, 0-77, 0-88, 0-89, 0-99 Additive to boost fashion tone directions on all bases. To be added to IGORA VIBRANCE shades	Soft Results	Add up to 25% of the Booster 15g per 60g of IGORA VIBRANCE	Add up to 10% of the Booster 6g per 60g of IGORA VIBRANCE	Add up to 5% of the Booster 3g per 60g of IGORA VIBRANCE
	Intense Results	Add up to 30% of the Booster 20g per 60g of IGORA VIBRANCE	Add up to 20% of the Booster 12g per 60g of IGORA VIBRANCE	Add up to 10% of the Booster 6g per 60g of IGORA VIBRANCE

When adding a Booster to a selected IGORA VIBRANCE shade, the amount of Activator must be increased proportionally. When adding a Booster into the colour formula, keep in mind that the amount of the Booster may influence the colour depth.

EXPERT TIP

GUIDELINES FOR PRE-PIGMENTATION USING IGORA VIBRANCE

Pre-pigmentation is recommended when colouring 2 or more levels darker and/ or to ensure the desired tone direction on porous (pre-lightened) hair. The pre-pigmentation shade depends on the desired level of the IGORA ROYAL or IGORA VIBRANCE target shade.

Level of target shade	Recommended IGORA Vibrance Shade	Activator	Mixing Ratio
8- Light Blonde 7- Medium Blonde	0-55 Booster	1,9% / 6 Vol.	1:1
6- Dark Blonde 5- Light Brown	0-77 Booster		
4- Medium Brown 3- Dark Brown 1- Black	0-88 Booster		

RINSING:

At the end of the development time, add a small amount of warm water, gently massage to emulsify and rinse out thoroughly until water runs clear and blow-dry the hair.

APPLICATION METHODS

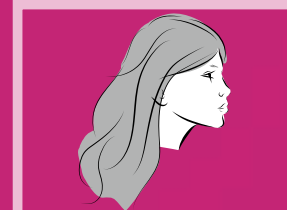


DUAL SYSTEM APPLICATION

is a professional application method that combines permanent hair colour for the re-growth area with demi-permanent hair colour for the mid-lengths and ends. This system keeps hair lengths and ends in optimal condition for more vibrant shine and a gentle touch.

Start application on dry hair

1. Apply IGORA ROYAL to re-growth taking fine sections (leave to develop 10-20 min)
2. Apply IGORA VIBRANCE evenly to mid-lengths and ends (leave to develop for another 10-20 min.)



FULL HEAD APPLICATION

- Start application on dry or towel-dried hair
- Part the hair into 4 quadrants
- Apply evenly from re-growth to mid-lengths and ends
- **Development time:** 10 – 20 min.



GLOSSING, CLEAR GLOSS, PASTEL TONING & NEUTRALISATION

New IGORA VIBRANCE comes with 8 **NEW** Toners and a **NEW** CLEAR 0-00. Use to neutralise after lightening services or to create beautiful pastel tones.

NEUTRALISATION AFTER LIGHTENING SERVICES:

- Apply IGORA VIBRANCE Toner evenly to towel-dried hair
- **Development time:** develop visually for 5-20 min.

PASTEL TONING:

- Pre-Lighten hair to level 9 or lighter
- Apply IGORA VIBRANCE Toner evenly to towel-dried hair
- **Development time:** develop visually for 5-20 min.

EXPERT TIP

Use **BOOSTERS** to neutralise or adjust the desired tone. Follow instructions in the **GUIDELINES FOR MIXING BOOSTERS**.



PLACEMENT OR FREEHAND APPLICATION

- Start application on dry hair.
- Isolate selected strands in foils or work with a freehand technique to create multi-dimensional results
- **Development time:** 10 – 20 min.

RINSING:

At the end of the development time, add a small amount of warm water, gently massage to emulsify and rinse out thoroughly until water runs clear. Then follow Post Colouration Treatment below.

POST COLOURATION TREATMENT

Shampoo with **BC BONACURE pH 4.5 Color Freeze Sulfate-Free Micellar Shampoo**. For long-lasting, intense colour results use **BC BONACURE pH 4.5 Color FREEZE Conditioner or Treatment**.

EXPERT TIP

To maintain colour longer, make sure clients take home **BC BONACURE pH 4.5 COLOR FREEZE** range.



SERVICE OPPORTUNITIES

Services	ACTIVATOR GEL 1,9% / 6 Vol.	ACTIVATOR LOTION 1,9% / 6 Vol. or 4% / 13 Vol.
Dual System Application/ Refresh	<ul style="list-style-type: none"> Refresh faded mid-lengths and ends, while developing permanent colour at the re-growth 	<ul style="list-style-type: none"> Refresh and re-new faded mid-lenghts and ends, while developing permanent colour at the re-growth Harmonise tone from re-growth to ends
Tone-on-tone	<ul style="list-style-type: none"> Enhance, enrich, change, match, tone down, or intensify natural or colour-treated hair Create depth on re-growth area on lighter natural bases 	<ul style="list-style-type: none"> Enhance, enrich, change, match, tone down, or intensify natural or colour treated hair
White hair blending	<ul style="list-style-type: none"> Blend up to 30% white hair 	<ul style="list-style-type: none"> Natural and Fashion shades blend up to 50%, Natural Extra shades (-00) shades, blend up to 70% white hair *
Pastel Toning	<ul style="list-style-type: none"> Add a pastel hue on natural light bases, pre-lightened or highlighted hair 	
Neutralisation	<ul style="list-style-type: none"> Neutralise unwanted tone direction 	
Colouring Darker	<ul style="list-style-type: none"> To add depth on porous, pre-lightened bases (up to 2 levels) 	
Clear Glossing	<ul style="list-style-type: none"> Deposit shine only (can be used without IGORA VIBRANCE Activator) 	

*Only apply Natural Extra shades (-00) on the re-growth or virgin hair.





BREAK THE BRASS

Hair is pre-lightened with IGORA VARIOBLOND SUPER PLUS, mixed 1:2 with IGORA ROYAL OIL DEVELOPER 6% / 20 Vol. or 9% / 30 Vol. on mid-lengths & ends depending on base colour, IGORA ROYAL OIL DEVELOPER 3% / 10 Vol. on the re-growth.

COLOUR FORMULA:
IGORA VIBRANCE 9,5-1 & CLEAR 0-00 (1:1)
mixed with VIBRANCE Activator Gel 1,9% / 6 Vol.



STEP 1

After pre-lightening use shampoo & conditioner to create an even hair structure before applying the IGORA VIBRANCE Toner



STEP 2

- Mix equal parts of IGORA VIBRANCE 9,5-1 and CLEAR 0-00 and add IGORA VIBRANCE Activator Gel 1,9% / 6 Vol. in a ratio 1:1
- Apply on damp hair using applicator bottle



STEP 3

- Develop for 5 - 20 minutes
- Develop visually until the desired neutral effect is achieved

TIPS & TRICKS

When neutralising brassy/yellow tones on the mid-lengths and ends:

- apply the neutralising shade to the mid-lengths and ends, develop visually 5-10 minutes.
- apply the neutralising shade to the re-growth area, develop visually up to 5 minutes.



PAINT ME PASTEL

COLOUR FORMULAS:

Use following shade-combinations all mixed 1:1
with IGORA VIBRANCE Activator Gel 1,9% / 6 Vol.

COLOUR 1: IGORA VIBRANCE 9,5-1 + 0-00 (1:1)

COLOUR 2: IGORA VIBRANCE 9-7 + 0-00 (1:1)

COLOUR 3: IGORA VIBRANCE 9,5-49 + 0-00 (1:1)



STEP 1

- Start with clean damp hair



STEP 2

- Start in the nape area and apply COLOUR 1 5 cm from the scalp
- Alternate COLOUR 1, COLOUR 2 and COLOUR 3 section by section on mid-lengths and ends



STEP 3

- Continue the technique on the remaining 2 sections



STEP 4

- Leave to develop for 20 minutes

TIPS & TRICKS

Take VERTICAL SECTIONS instead of horizontal. This provides a seamless fusion of colours used when hair is styled. Horizontal sections may result in the colour being too pre-dominant on the top section.





COLOUR REBEL

COLOUR FORMULAS:

COLOUR 1: IGORA VIBRANCE 9-7 + 7-77 (1:1)
with Activator Gel 1,9% / 6 Vol.

COLOUR 2: IGORA VIBRANCE 0-89 + CLEAR 0-00
with Activator Gel 1,9% / 6. Vol

COLOUR 3: IGORA VIBRANCE 9-7 with Activator Gel 1,9% / 6 Vol.



STEP 1

- Start with clean dry hair
- Starting at the crown, section the hair from ear to ear
- Clip the front section of the hair forward
- Clip the back section of the hair



STEP 2

Using foils alternate the effect colours COLOUR 2 and COLOUR 3 in thin slices throughout the front section



STEP 3

Apply COLOUR 1 from root to ends on the rest of the hair (do not forget to also apply colour at the base of each foil to create a shadow effect)



TIPS & TRICKS

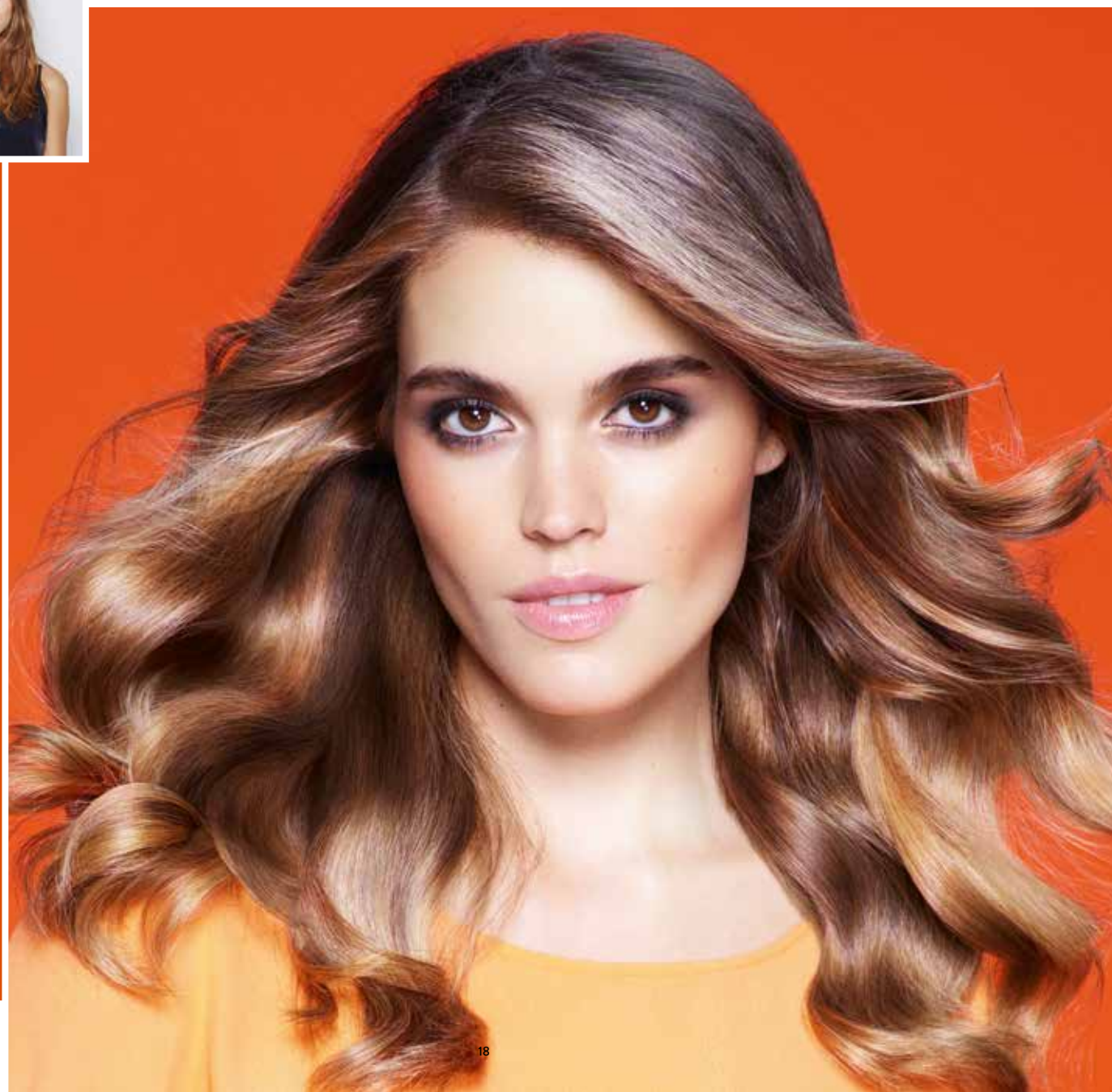
To CUSTOMISE THE COLOUR RESULT choose complementary shades to be used in thin slices as follows:

- Same as target shade but lighter
- Strong fashion mix tone to break colour and create fusion effect



GLOSS BOSS

COLOUR FORMULA:
IGORA VIBRANCE CLEAR 0-00



STEP 1

Shampoo and towel dry the hair



STEP 2

Apply IGORA VIBRANCE CLEAR 0-00 pure, no mixing with Activator Lotion needed, as no pigments are involved, only additional gloss is added



STEP 3

Comb through for even distribution and saturation of product



STEP 4

Develop for 5-20 minutes and rinse thoroughly

TIPS & TRICKS

The 0-00 Clear can also be used to
REDUCE PIGMENT CONCENTRATION
in highly pigmented shades





TEMPTING TONES

COLOUR FORMULAS:

COLOUR 1: IGORA VIBRANCE 6-68 mixed 1:1 with Activator Lotion 4% / 13 Vol.

COLOUR 2: IGORA VIBRANCE 0-22 with Activator Gel 1,9 % / 6 Vol. 1:1

COLOUR 3: Lavender mix IGORA VIBRANCE 9,5-19 + 0-22 + 0-99 (6:1:1) (i.e. IGORA VIBRANCE 9,5-19 60g + 0-22 10g + 0-99 10g) and add same amount of IGORA VIBRANCE Activator Gel 1,9% / 6 Vol.



STEP 1

- Start with clean, dry hair
- Section the hair as shown, creating a square section in the back of the head and a rectangle section on only one side of the head all the way to the face
- Pre-lighten the square section using back to back foils with IGORA VARIO BLOND PLUS mixed (1:2) with IGORA ROYAL OIL DEVELOPER 6% / 20 Vol. or 9% / 30 Vol. depending on base colour, leaving 5 cm at the re-growth



STEP 2

- Pre-lighten the rectangular side section with IGORA VARIO BLOND PLUS using IGORA ROYAL OIL DEVELOPER 6% / 20 Vol. or 9% / 30 Vol. depending on base colour, leaving 0.6 cm at the re-growth.
- After foils have reached a level 9, apply IGORA VARIO BLOND PLUS mixed (1:2) with IGORA ROYAL Oil Developer 3% / 10 Vol. at re-growth area in-between foils



STEP 3

- Apply COLOUR 1 to all remaining sections
- Leave to develop for 20 minutes
- Rinse and dry the hair



STEP 4

- Dry pre-lightened sections for perfect application.
- Apply COLOUR 3 to the top and bottom sections and COLOUR 2 to the middle section
- Leave to develop for 20 minutes



TIPS & TRICKS

To prevent intermixing of the individual tones, we suggest rinsing the colours separately.



ONE TWO GORGEOUS

COLOUR FORMULAS:

Pre-pigmentation using 0-77 mixed with IGORA VIBRANCE ACTIVATOR Gel 1,9% / 6 Vol.

COLOUR FORMULA: IGORA VIBRANCE 4-6 + 4-0 (3:1) mixed with equal parts IGORA VIBRANCE Activator Gel 1,9% / 6 Vol.



STEP 1

- Pre-pigment the pre-lightened sections using IGORA VIBRANCE 0-77 mixed with IGORA VIBRANCE Activator Gel 1,9% / 6 Vol
- Develop for 20 minutes
- Rinse and blow dry



STEP 2

- Use IGORA VIBRANCE 4-6 + 4-0 (3:1) with 1,9% / 6 Vol. Activator Gel
- Apply from re-growth to ends starting in the nape area



STEP 3

- Comb through for even distribution and saturation of product



STEP 4

- Develop for 20 minutes and then rinse thoroughly





DETERMINING THE IDEAL FORMULA

Technique	Customer Wish	Natural Base	Percentage of White	Current hair colour in mid- lengths & ends: 1) depth 2) tone direction	Hair Texture	Colour Formulation
Full head application	Medium blonde gold -copper	7	0%	Depth: 7- / 8- Tone direction: -5	Previous coloured, Normal to dry	IGORA VIBRANCE • 7-57, 4% / 13 Vol. [1:1] 10- 20 min.
Dual System Application	Medium blonde gold -copper	7	80%-100%	Depth: 7- / 8- Tone direction: -5	Previous coloured, Normal to dry	Re-growth: • IGORA ROYAL 7-57 + 7-0 (2:1) + 6 % / 20 Vol. [1:1] 10- 20 min. Mid- lengths and ends: • IGORA VIBRANCE 7-57 + 4 % / 13 Vol. [1:1] 10- 20 min.
Glossing	Soft tonal cendre/violet reflects and shine effect	8	0%-30%	Depth: 8- /9- /10-Tone direction: soft -5	Pre-lightened, Normal to dry	IGORA VIBRANCE • 0-00 + 8-19 1:1, 1,9% / 6 Vol. [1:1] 5-20 min.
Freehand / Placement	Colour Placements	Pre-Lightened	0%	Depth: 10- Tone direction: soft -5	Pre-lightened, Normal to dry	IGORA VIBRANCE • 0-89 + 0-00 1:2, 1,9% / 6 Vol. [1:1] • 0-88 + 0-00 1:1, 1,9% / 6 Vol. [1:1] • 0-77 + 0-00 1:1, 1,9% / 6 Vol. [1:1] • 0-33 + 0-00 1:3, 1,9% / 6 Vol. [1:1] 10-20 min.

ALLERGY ALERT TEST

After your **Professional Consultation** you need to carry out an Allergy Alert Test 48 hours prior to proceeding with a colour service

- Perform the Allergy Alert Test on an area of skin sized approximately 1,3 cm x 1,3 cm on the inside of the elbow.
- Apply a small amount of the Colour Crème in a thin layer on the inside of the elbow with a cotton bud and leave uncovered for 45 min.
- Avoid contact with clothes.
- After 45 min., wash off the Colour Crème/Gel carefully with lukewarm water.
- If any reaction occurs during the development time or during the following 48 hours, rinse immediately and do not use the product.
- This test represents an important precaution. However, be aware that even if an Allergy Alert Test has been carried out the client may still experience an allergic reaction.
- The Allergy Alert Test is not a guarantee of avoiding future allergic reactions.

PLEASE REFER TO THE INSTRUCTIONS FOR USE LEAFLET

IGORA VIBRANCE FAQ'S

Question	Answer
What is the main benefit of the new 1:1 mixing ratio?	The new formula with 1:1 mixing ratio allows faster Mixing and more efficient application.
Please define the key benefits of "moisture protecting complex".	<ol style="list-style-type: none"> 1) The formula with AQUAXYL™ stabilises the hairs inner moisture level during the development time. 2) Together with using up to 40% less alkalising agents (MEA)* it thus creates a clean canvas for an even colour result and protects against hair breakage. 3) The alcohol-free formula enriched with Vitamin B3 and B5 shields and evens the hair surface for vibrant shine.
Why is the new formula more efficient?	The new liquid formula allows for faster mixing and the NEW Gel and Cream consistencies saturate the hair quicker, thus less product is needed compared to the previous formula.
What are the 4 main advantages of Igora Vibrance for your business and clients?	<ol style="list-style-type: none"> 1) Grow sales through capitalising on all demi service opportunities (Dual System Application, Toning (Tone-on-tone), White Hair Blending, Pastel Toning, Neutralisation, Colouring Darker, Clear Glossing) 2) Increase Ticket Price through Add-On services: (Clear Glossing, Pastel Toning, Colour Refreshments) 3) Increases Client Loyalty through harmonious Dual System Application with IGORA ROYAL and an overall optimal colour result. 4) Bring new clients to the salon (Young Target Group) – low commitment colour opportunities for clients who seek a moderate change in colour.
How many shades are in the new portfolio? Please explain shade assortment benefits.	The new Assortment of IGORA VIBRANCE includes 68 Shades. By adding new Boosters, Pastels and the CLEAR 0-00, the colour range can be expanded into a holistic range with substantial creativity. A key benefit is the new possibility to match IGORA ROYAL for the Dual System Application.
What is the development time of the new Igora Vibrance?	The development time of the new IGORA VIBRANCE is up to 20 minutes. For global full head & re-growth application we recommend 10-20 minutes and 5-20 minutes for a Gloss Service .
What is the longevity of the new Igora Vibrance?	The longevity depends on the chosen shade. For the Natural, Natural Extra and Fashion shades it is up to 25 shampoos. Pastel Shades and Boosters up to 12 shampoos.
Is the new IGORA VIBRANCE suitable for free-hand techniques?	Yes, you can create multi dimensional colour results in combination with a freehand technique.
What is the percentage of white hair blending?	The white hair blending of the IGORA VIBRANCE Naturals and Fashion shades is up to 50 % and the Naturals Extra is up to 70 %.
What are the key services of the new Igora Vibrance?	Key services include Dual System Application, Tone-on-tone, White Hair blending, Pastel Toning, Neutralisation, Colouring Darker and Clear Glossing.

*vs. old formula



MAY CAUSE
VIBRANT SHINE!



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